

Performance Report for: <http://hollandcooper.com/>

Report generated: Sun, Oct 13, 2024 10:11 AM -0700 (via API)
Test Server Location: London, UK
Using: Chrome 117.0.0.0, Lighthouse 11.0.0
Analysis options: iPhone 13/13 Pro/13 Pro Max

E	Performance 36%	Structure 71%	L. Contentful Paint 5.3s	T. Blocking Time 1.7s	C. Layout Shift 0.02
---	--------------------	------------------	-----------------------------	--------------------------	-------------------------

Top Issues

High	Avoid enormous network payloads LCP	Total size was 42.6MB
High	Reduce JavaScript execution time TBT	7.6s spent executing JavaScript
Med-High	Avoid an excessive DOM size TBT	4,784 elements
Med-High	Avoid long main-thread tasks TBT	20 long tasks found
Med	Use explicit width and height on image elements CLS	1 image found

Focus on these audits first

These audits likely have the largest impact on your page performance.

Structure audits do not directly affect your Performance Score, but improving the audits seen here can help as a starting point for overall performance gains.

Page Details



Total Page Size - 43.5MB



Total Page Requests - 431



How does this affect me?

Modern web users have a short attention span and expect a fast and seamless website experience. Delivering that fast experience can result in more traffic, more conversions, and more happiness.

As if you didn't need more incentive, **Google use Page Speed and Page Experience (including Web Vitals) signals in their ranking algorithm.**

About TheNextLevel



Take your mobile experience to The Next Level. Design and launch your mobile application within a matter of hours using our app studio. Get access to a wide range of tools to help you engage better with customers from intelligent push messaging powered by AI to community builder giving customers the ability to interact with your brand within your mobile app.

The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

Holland Cooper ®

/	301	hollandcooper.com	0	105ms					
/	200	hollandcooper.com	76.9KB	507ms					
Hero_Banner_91cb0784-78d	200	hollandcooper.com	43.1KB	69ms					
layout.theme.css?v=166962f	200	hollandcooper.com	55.2KB	58ms					
yvh7zmv.js	200	use.typekit.net	6.74KB	287ms					
shopify_common.js	200	hollandcooper.com	748B	53ms					
currencies.js	200	hollandcooper.com	1.26KB	52ms					
vendors@layout.password@	200	hollandcooper.com	13.1KB	265ms					
layout.theme.js?v=92134904	200	hollandcooper.com	9.39KB	266ms					
JVdUDe0mZ3nZnQ4AMUzAj	200	cdn-widgetsrepository.y	8.89KB	206ms					
tapfiliate.js	200	script.tapfiliate.com	4.48KB	323ms					
kc.js	200	conversion.klarnaservic	17.3KB	287ms					
preloads.js?locale=en-GB	200	hollandcooper.com	2.16KB	284ms					
load_feature-f4e7948c1c9e4f	200	hollandcooper.com	4.10KB	266ms					
jquery.min.js	200	cdnjs.cloudflare.com	26.6KB	314ms					
order-deadline.min.js?shop=	200	shopify.orderdeadline.co	11.1KB	316ms					
videowise.css?v=144285409	200	hollandcooper.com	357B	33ms					
style.css.gz	200	assets.videowise.com	29.6KB	67ms					
vendors.js.gz	200	assets.videowise.com	14.1KB	202ms					
client.js.gz	200	assets.videowise.com	20.6KB	235ms					
adtr-shopify.min.js	200	prod2-cdn.upstackified.	65.8KB	345ms					
button.js	200	cdn.shopify.com	3.78KB	227ms					
button.css	200	cdn.shopify.com	1.28KB	65ms					
shopify-perf-kit-1.0.0.min.js	200	hollandcooper.com	6.36KB	266ms					
crest.png?v=1260544565503	200	hollandcooper.com	8.23KB	266ms					
js?id=G-JE63E6ZTNE	200	googletagmanager.com	109KB	316ms					
js?id=AW-768229597	200	googletagmanager.com	93.6KB	316ms					
gtm.js?id=GTM-P6J4ZK9	200	googletagmanager.com	100KB	326ms					
lh2frk9r0r	200	clarity.ms	689B	432ms					
layout.checkout.css?v=7548	200	hollandcooper.com	4.44KB	230ms					
layout.password.css?v=598	200	hollandcooper.com	17.8KB	244ms					
Mobile_Banner_7b75e513-2f	200	hollandcooper.com	87.2KB	288ms					
klaviyo.js?company_id=PH7	200	static.klaviyo.com	2.24KB	337ms					
klevu.js	200	js.klevu.com	52.1KB	276ms					
quick-search.debug.js	200	js.klevu.com	113KB	313ms					
layout.checkout.js?v=49419	200	hollandcooper.com	7.77KB	147ms					
layout.password.js?v=14153	200	hollandcooper.com	5.38KB	147ms					
vendors@template.gift_card	200	hollandcooper.com	15.9KB	148ms					
template.gift_card.js?v=157f	200	hollandcooper.com	1.77KB	193ms					
template.page.faqs.js?v=494	200	hollandcooper.com	6.02KB	193ms					
vendors@template.product.u	200	hollandcooper.com	4.30KB	193ms					
template.product.country.js	200	hollandcooper.com	5.30KB	193ms					
vendors@template.product.u	200	hollandcooper.com	4.30KB	204ms					
template.product.js?v=1679f	200	hollandcooper.com	5.30KB	204ms					
template.addresses.js?v=89	200	hollandcooper.com	1.87KB	221ms					
template.login.js?v=1812206	200	hollandcooper.com	2.41KB	221ms					
videowise.custom.js?v=1174	200	hollandcooper.com	1.17KB	221ms					
videowise.custom.css?v=11	200	hollandcooper.com	1.28KB	221ms					
hotjar-2589442.js?sv=6	200	static.hotjar.com	5.54KB	332ms					
widget.js	200	staticw2.yotpo.com	144KB	242ms					
loader.js?t=2024913	200	sdk.loyaltylion.net	29.9KB	340ms					
83620e02251699a76e2f0a52f	200	sdk.loyaltylion.net	941B	338ms					
bat.js	200	bat.bing.com	14.1KB	283ms					

bb27301d1w4f7f79fap82969c	200	hollandcooper.com	41.1KB	209ms					
trekkie.storefront.c1258b47c	200	hollandcooper.com	24.6KB	212ms					
shop_events_listener-61fa9c	200	hollandcooper.com	3.43KB	205ms					
shopify-boomerang-1.0.0.mi	200	hollandcooper.com	19.0KB	58ms					
css2?family=Inter:opsz@14.	200	fonts.googleapis.com	909B	168ms					
7c8e672421fdaa43d2a61d29f	200	hollandcooper.com	30.6KB	330ms					
73b97d97a1937eb4c71094b8	200	hollandcooper.com	18.6KB	505ms					
Mobile_Banner_888e46c6-f2	200	hollandcooper.com	82.2KB	59ms					
Mobile_Banner_0676d3e3-6f	200	hollandcooper.com	293KB	64ms					
7aef27c07b80418ca8703a79f	(incomplete)	cdn.shopify.com	34.0MB						>19.6s
7aef27c07b80418ca8703a79f	(canceled)	cdn.shopify.com	1.00MB	1.1s					
gb_64.png	200	ipgeolocation.io	2.89KB	68ms					
bundle.js	200	cdn-widgetsrepository.y	14.7KB	22ms					
app.v0.9.2-6545.js	200	cdn-widgetsrepository.y	12.2KB	11ms					
analytics.js	200	statsjs.klevu.com	5.00KB	52ms					
yvh7znv.js	200	use.typekit.net	0	3ms					
l?primer=7cdcb44be4a7db8f	200	use.typekit.net	27.4KB	654ms					
l?primer=7cdcb44be4a7db8f	200	use.typekit.net	30.8KB	662ms					
l?primer=7cdcb44be4a7db8f	200	use.typekit.net	28.2KB	654ms					
l?primer=7cdcb44be4a7db8f	200	use.typekit.net	30.1KB	660ms					
l?primer=7cdcb44be4a7db8f	200	use.typekit.net	27.6KB	658ms					
l?primer=7cdcb44be4a7db8f	200	use.typekit.net	30.6KB	657ms					
l?primer=7cdcb44be4a7db8f	200	use.typekit.net	26.8KB	654ms					
l?primer=7cdcb44be4a7db8f	200	use.typekit.net	35.9KB	653ms					
l?primer=7cdcb44be4a7db8f	200	use.typekit.net	28.4KB	663ms					
l?primer=7cdcb44be4a7db8f	200	use.typekit.net	30.6KB	660ms					
c	200	cfapi.upstackdata.io	561B	90ms					
POST produce_batch	200	hollandcooper.com	0	138ms					
analytics.js	200	google-analytics.com	20.5KB	29ms					
pixel.modern.js	200	hollandcooper.com	4.68KB	34ms					
modern/	200	hollandcooper.com	23.1KB	65ms					
modern/	200	hollandcooper.com	23.0KB	43ms					
modern/	200	hollandcooper.com	23.2KB	38ms					
modern/	200	hollandcooper.com	23.1KB	37ms					
modern/	200	hollandcooper.com	23.5KB	56ms					
modern/	200	hollandcooper.com	23.1KB	42ms					
modern/	200	hollandcooper.com	22.8KB	46ms					
klaviyo.js?company_id=PH7	200	static.klaviyo.com	115B	20ms					
POST produce_batch	200	hollandcooper.com	0	127ms					
POST produce_batch	200	hollandcooper.com	0	135ms					
POST produce_batch	200	hollandcooper.com	0	132ms					
worker.modern.js	200	hollandcooper.com	22.5KB	46ms					
worker.modern.js	200	hollandcooper.com	22.5KB	33ms					
worker.modern.js	200	hollandcooper.com	22.5KB	46ms					
POST landing?gcs=G100&g	200	pagead2.googlesyndica	42B	82ms					
fender_analytics.673ab9965f	200	static-tracking.klaviyo.c	11.8KB	49ms					
static.8d136cd44b74e818927	200	static-tracking.klaviyo.c	280B	47ms					
runtime.c6067c71d376a2a0d	200	static.klaviyo.com	7.64KB	19ms					
sharedUtils.3ee3ffff305afeb8	200	static.klaviyo.com	17.7KB	28ms					
vendors~signup_forms~pos	200	static.klaviyo.com	4.00KB	26ms					
vendors~signup_forms~clie	200	static.klaviyo.com	2.85KB	26ms					
vendors~signup_forms~ffb1f	200	static.klaviyo.com	4.24KB	33ms					
default~signup_forms~onsit	200	static.klaviyo.com	9.14KB	34ms					
signup_forms.a279a1ac64ac	200	static.klaviyo.com	5.60KB	17ms					
56163464.js	200	bat.bing.com	418B	35ms					
modules.720d0264984b1649	200	script.hotjar.com	55.2KB	97ms					
866-53ed77b.js	200	sdk-static.loyaltylion.ne	54.0KB	69ms					
617-0089196.js	200	sdk-static.loyaltylion.ne	26.3KB	77ms					
lion-core-aa0a364.js	200	sdk-static.loyaltylion.ne	24.2KB	65ms					
567-fade4e4.js	200	sdk-static.loyaltylion.ne	10.6KB	59ms					
lion-app-integrated-bff6ce8.j	200	sdk-static.loyaltylion.ne	43.0KB	66ms					
83620e02251699a76e2f0a52f	200	sdk.loyaltylion.net	2.48KB	47ms					

efb9f70f6606d3668098280e8	200	sdk.loyaltylion.net	7.97KB	41ms		
main.id-isolated.css	200	sdk-static.loyaltylion.net	12.8KB	59ms		
css?family=Source+Sans+P	200	fonts.googleapis.com	834B	38ms		
clarity.js	200	clarity.ms	27.0KB	37ms		
widget.css?widget_version=	200	staticw2.yotpo.com	38.4KB	21ms		
8978	(failed)	config.gorgias.chat	0	1.1s		
POST produce_batch	200	hollandcooper.com	0	143ms		
POST identities	200	api2.upstackified.com	558B	697ms		
p.gif?s=1&k=yvh7znv&ht=tk	200	p.typekit.net	35B	49ms		
open_sans.css	200	staticw2.yotpo.com	216B	9ms		
cart.js	200	hollandcooper.com	1.52KB	138ms		
ipgeo?apiKey=039f49d21572	200	api.ipgeolocation.io	1.26KB	161ms		
google-analytics.chunk.0051	200	hollandcooper.com	2.48KB	119ms		
header.chunk.ce828.js	200	hollandcooper.com	7.21KB	79ms		
nav-line.chunk.abb34.js	200	hollandcooper.com	2.57KB	117ms		
image-carousel.chunk.3f186	200	hollandcooper.com	5.95KB	77ms		
cta-carousel.chunk.e7ff3.js	200	hollandcooper.com	6.20KB	64ms		
products-carousel.chunk.eb	200	hollandcooper.com	6.43KB	76ms		
product-card.chunk.c2f2e.js	200	hollandcooper.com	2.76KB	115ms		
restriction-checker.chunk.ct	200	hollandcooper.com	3.53KB	75ms		
usp-carousel.chunk.a201c.js	200	hollandcooper.com	6.23KB	88ms		
footer-accordions.chunk.7dt	200	hollandcooper.com	2.36KB	72ms		
cursor.chunk.1affa.js	200	hollandcooper.com	25.0KB	114ms		
drawers.chunk.0f4f7.js	200	hollandcooper.com	3.24KB	114ms		
mobile-menu.chunk.fa654.js	200	hollandcooper.com	3.08KB	70ms		
store-selector-drawer.chunk	200	hollandcooper.com	3.25KB	121ms		
push-cart.chunk.3e0df.js	200	hollandcooper.com	4.85KB	90ms		
push-cart-account.chunk.15	200	hollandcooper.com	2.37KB	90ms		
psh-country-message.chunk	200	hollandcooper.com	3.23KB	90ms		
push-cart-recommendations	200	hollandcooper.com	2.68KB	124ms		
modals.chunk.ce516.js	200	hollandcooper.com	3.23KB	110ms		
product-modal.chunk.f9ab4.	200	hollandcooper.com	4.04KB	82ms		
store-selector.chunk.0291f.js	200	hollandcooper.com	4.47KB	120ms		
consent-tracking-api.js	200	hollandcooper.com	5.25KB	102ms		
analytics.js	200	hollandcooper.com	7.89KB	98ms		
independent.json?shop=hol	200	api-cdn.videowise.com	567B	173ms		
OPTIONS independent.json?	204	api-cdn.videowise.com	0	154ms		
consent-tracking-api.js	200	cdn.shopify.com	5.18KB	27ms		
klevu-163103310093414186.j	200	js.klevu.com	1.93KB	451ms		
OPTIONS klevu-1631033100	200	js.klevu.com	0	414ms		
OPTIONS klevu-1631033100	200	js.klevu.com	0	416ms		
klevu-163103310093414186-l	200	js.klevu.com	19B	452ms		
klevu-163103310093414186-i	200	js.klevu.com	1.37KB	485ms		
OPTIONS klevu-1631033100	200	js.klevu.com	0	452ms		
POST GenericGallery	200	staticw2.yotpo.com	2.19KB	12ms		
i?e=pv&page=Holland%20C	200	p.yotpo.com	35B	47ms		
widget.js?v2enforce=true	200	staticw2.yotpo.com	104KB	43ms		
fbevents.js	200	connect.facebook.net	57.7KB	66ms		
events.js?sdkid=CRVUUHBC	200	analytics.tiktok.com	3.04KB	125ms		
POST update.js	200	hollandcooper.com	2.31KB	474ms		
768229597?random=172883	200	googleadservices.com	2.56KB	51ms		
POST session	200	visitor.service.ksearchn	129B	113ms		
POST /	200	ipv4check.ksearchnet.c	412B	121ms		
OPTIONS session	200	visitor.service.ksearchn	0	67ms		
OPTIONS /	200	ipv4check.ksearchnet.c	0	87ms		
tapfiliate.js	200	script.tapfiliate.com	4.48KB	115ms		
site.webmanifest.json?v=17	200	hollandcooper.com	1.17KB	66ms		
bat.js	200	bat.bing.com	14.1KB	79ms		
ups-ext.min.js	200	prod2-cdn.upstackified.	66.0KB	148ms		
hotjar-2589442.js?sv=6	200	static.hotjar.com	5.53KB	106ms		
onsite?company_id=PH7F7e	200	fast.a.klaviyo.com	555B	24ms		
full-forms	200	static-forms.klaviyo.com	26.1KB	28ms		

0?ti=56163464&Ver=2&mid=	204	bat.bing.com	287B	16ms
0?ti=56163464&Ver=2&mid=	204	bat.bing.com	230B	16ms
768229597?random=172883f	200	googleads.g.doubleclick	2.33KB	59ms
POST 768229597?gtm=45be	204	google.com	556B	34ms
POST ?site_id=2589442&gzi	200	content.hotjar.io	56B	86ms
cart.js?_tmp=561541920699	200	hollandcooper.com	1.67KB	78ms
inter.css	200	staticw2.yotpo.com	254B	7ms
open_sans_work_sans_400_	200	staticw2.yotpo.com	286B	10ms
yotpo-widget-font.woff?vers	200	staticw2.yotpo.com	12.0KB	217ms
UcC73FwrK3iLTeHuS_fjbvMh	200	fonts.gstatic.com	34.5KB	247ms
open-sans-v34-vietnamese_	200	staticw2.yotpo.com	54.9KB	209ms
POST generic_lightbox_con	200	staticw2.yotpo.com	3.27KB	11ms
spacer.gif	200	staticw2.yotpo.com	43B	16ms
i?e=se&se_ca=dedicated_pa	200	p.yotpo.com	35B	7ms
POST produce_batch	200	hollandcooper.com	0	132ms
POST collect	204	t.clarity.ms	0	256ms
POST tr	200	cfapi.upstackdata.io	9B	159ms
css2?family=Poppins:ital,w	200	fonts.googleapis.com	566B	42ms
mvd4rrt.css	200	use.typekit.net	1.20KB	11ms
yvh7znv.css	200	use.typekit.net	976B	41ms
ghs3gma.css	200	use.typekit.net	1.03KB	41ms
byo1mrs.css	200	use.typekit.net	823B	46ms
CTA_2_78fc9cd4-f0ef-48da-8	200	hollandcooper.com	2.03KB	46ms
CTA_2_78fc9cd4-f0ef-48da-8	200	hollandcooper.com	43.3KB	40ms
CTA_4_ff29d84f-0e3b-4b37-8	200	hollandcooper.com	2.06KB	39ms
CTA_4_ff29d84f-0e3b-4b37-8	200	hollandcooper.com	49.9KB	51ms
cart.js	200	hollandcooper.com	1.68KB	96ms
main.MTdKNGE4ZTU0Mw.js	200	analytics.tiktok.com	95.0KB	21ms
leyburn-coat-dark-amber?se	200	hollandcooper.com	2.21KB	221ms
hybrid-coat-ink-navy?sectio	200	hollandcooper.com	2.21KB	217ms
harlow-roll-neck-knit-ecru?s	200	hollandcooper.com	2.20KB	120ms
crawford-longline-coat-ecru-	200	hollandcooper.com	2.54KB	149ms
tara-high-neck-knit-natural?;	200	hollandcooper.com	2.39KB	128ms
regency-monogram-scarf-bli	200	hollandcooper.com	2.40KB	137ms
tara-high-neck-knit-black?se	200	hollandcooper.com	2.40KB	147ms
room-spray-figue-noir?secti	200	hollandcooper.com	2.45KB	205ms
jennifer-fairisle-scarf-light-ca	200	hollandcooper.com	2.43KB	157ms
elle-scarf-black?sections=pr	200	hollandcooper.com	2.40KB	196ms
lightweight-monogram-scarf	200	hollandcooper.com	2.11KB	187ms
jennifer-fairisle-scarf-natural	200	hollandcooper.com	2.36KB	139ms
moritz-jacket-coffee?section	200	hollandcooper.com	2.43KB	184ms
heritage-shirt-orange-windsr	200	hollandcooper.com	2.46KB	181ms
country-longline-fleece-khak	200	hollandcooper.com	2.10KB	149ms
astoria-knee-boot-rich-choc	200	hollandcooper.com	2.32KB	199ms
chamonix-coat-mink?sectio	200	hollandcooper.com	2.34KB	143ms
one-size-waterproof-coat-kh	200	hollandcooper.com	2.36KB	173ms
chamonix-coat-black?sectio	200	hollandcooper.com	2.36KB	194ms
hampton-waistcoat-hailes-gu	200	hollandcooper.com	2.49KB	216ms
high-waisted-peg-trouser-ha	200	hollandcooper.com	2.42KB	167ms
cambridge-gilet-ink-navy?se	200	hollandcooper.com	2.34KB	164ms
durham-wax-jacket-chocolat	200	hollandcooper.com	2.11KB	131ms
shoreditch-boot-chocolate?;	200	hollandcooper.com	2.31KB	174ms
1641947406092927?v=2.9.17	200	connect.facebook.net	12.9KB	22ms
?view=mobile-menu§io	200	hollandcooper.com	12.9KB	246ms
browsing_context_suggestio	200	hollandcooper.com	1.45KB	106ms
56163464.js	200	bat.bing.com	419B	25ms
klaviyo.js	200	klaviyo.klevu.com	1.87KB	60ms
shopify.js	200	js.klevu.com	308B	41ms
modules.720d0264984b1649	200	script.hotjar.com	55.2KB	37ms
c	200	cfapi.upstackdata.io	553B	83ms
p.css?s=1&k=mvd4rrt&ht=tk	200	p.typekit.net	5B	10ms
p.css?s=1&k=yvh7znv&ht=tl	200	p.typekit.net	5B	7ms

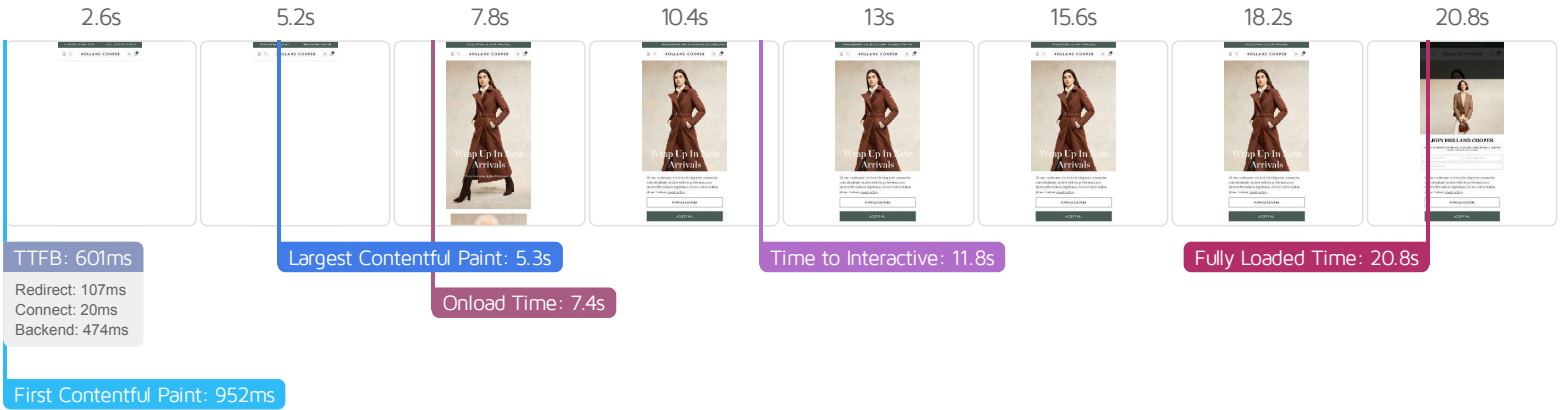
p.css?s=1&k=ghs3gma&ht=	200	p.typekit.net	5B			10ms		
p.css?s=1&k=byo1mrs&ht=t	200	p.typekit.net	5B			8ms		
inter-v12-vietnamese_latin-e	200	staticw2.yotpo.com	104KB			325ms		
768229597?random=596332i	302	googleads.g.doubleclicl	42B			30ms		
POST produce_batch	200	hollandcooper.com	0			139ms		
POST produce	(canceled)	monorail-edge.shopifys	0			1.1s		
OPTIONS produce	200	monorail-edge.shopifys	0			123ms		
POST produce	(canceled)	monorail-edge.shopifys	0			1.1s		
OPTIONS produce	200	monorail-edge.shopifys	0			123ms		
POST produce	(canceled)	monorail-edge.shopifys	0			1.1s		
POST produce	(canceled)	monorail-edge.shopifys	0			1.1s		
OPTIONS produce	200	monorail-edge.shopifys	0			116ms		
OPTIONS produce	200	monorail-edge.shopifys	0			117ms		
POST /	(failed)	ipv6check.ksearchnet.c	0			1s		
black_h265.mp4	206	cdn2.videowise.com	5.18KB			25ms		
OPTIONS /	(failed)	ipv6check.ksearchnet.c	0			10ms		
768229597?random=172883i	200	google.com	42B			63ms		
768229597?random=172883i	200	google.co.uk	42B			65ms		
768229597?random=596332i	302	google.com	42B			76ms		
POST collect	204	t.clarity.ms	0			109ms		
POST update.js	200	hollandcooper.com	2.31KB			561ms		
identify_7bf75739.js	200	analytics.tiktok.com	38.3KB			13ms		
768229597?random=596332i	302	google.co.uk	42B			28ms		
navigation_imagery_victoria	200	hollandcooper.com	267KB			82ms		
Home_2048x2048.jpg?v=172	200	hollandcooper.com	114KB			85ms		
navigation_imagery_mens-c	200	hollandcooper.com	74.7KB			79ms		
Bags_975f237d-c9ac-4fb2-a1	200	hollandcooper.com	245KB			129ms		
navigation_imagery-casualw	200	hollandcooper.com	72.2KB			67ms		
navigation_imagery-coats_2	200	hollandcooper.com	152KB			94ms		
navigation_imagery_15mens	200	hollandcooper.com	455KB			110ms		
navigation_equestrian_2048	200	hollandcooper.com	79.1KB			109ms		
navigation_imagery_boutiqu	200	hollandcooper.com	204KB			149ms		
tr?id=1641947406092927&ev	200	facebook.com	273B			26ms		
0?ti=56163464&Ver=2&mid=	204	bat.bing.com	294B			21ms		
fbevents.js	200	connect.facebook.net	57.7KB			67ms		
events.js?sdkid=CRVUUHBC	200	analytics.tiktok.com	2.12KB			110ms		
02	302	google.co.uk	0			17ms		
browsing_context_suggesti	200	hollandcooper.com	1.43KB			85ms		
02	302	google.com	0			20ms		
02	200	google.com	42B			27ms		
POST pixel	200	analytics.tiktok.com	870B			216ms		
1641947406092927?v=2.9.17	200	connect.facebook.net	12.9KB			17ms		
main.MTdKNGE4ZTU0Mw.js	200	analytics.tiktok.com	95.0KB			67ms		
js?account=1428&shop=holl	200	app.dropahint.us	32.1KB			606ms		
skeletopapp.js?shop=hollan	200	formbuilder.hulkapps.cc	1.90KB			134ms		
klevuScript.js?klevuapi=klev	200	js.klevu.com	1.36KB			51ms		
swymv3shopify.js?shop=holl	200	swymv3premium-01.azi	79.6KB			122ms		
w3w.js?shop=hollandcoopei	200	shopifyapp.what3words	53.4KB			130ms		
inventoryLocation.js?shop=	200	inventory-info.nyc3.cdn	9.8KB			115ms		
pandectes-core.js?shop=ho	200	cdn.shopify.com	24.2KB			85ms		
checkout.js.gz?shop=hollan	301	dou4jqs03un3.cloudfro	0			156ms		
01GYCC2R1ZBSAQ71B6T3D	(canceled)	config.gorgias.chat	0			197ms		
hollandcooper.myshopify.co	200	s3.eu-west-1.amazonaws	6.67KB			132ms		
shopify-21193793.js?shop=h	200	connect.nosto.com	69.1KB			118ms		
polyfills.legWBDja.js	200	cdn.shopify.com	14.9KB			71ms		
c.gif	302	c.clarity.ms	0			118ms		
POST act	200	analytics.tiktok.com	713B			116ms		
no-image-2048-5e88c1b20e0	200	hollandcooper.com	2.45KB			68ms		
c.gif?ctsa=mr&CtsSyncId=1:	302	c.bing.com	0			132ms		
Home_20x.jpg?v=172864709	200	hollandcooper.com	1.85KB			84ms		
Home_1296x.jpg?v=1728647	200	hollandcooper.com	105KB			101ms		
navigation_imagery_mens-c	200	hollandcooper.com	1.74KB			41ms		

navigation_imagery_mens-c	200	hollandcooper.com	61.0KB				52ms	
navigation_imagery_15mens	200	hollandcooper.com	1.86KB				82ms	
navigation_imagery_15mens	200	hollandcooper.com	393KB				104ms	
checkout.js.gz	200	assets.videowise.com	38.9KB				49ms	
32_cba85f49-01b4-40a3-b95f	200	hollandcooper.com	2.25KB				83ms	
app.BemU-tkl.js	200	cdn.shopify.com	367KB				208ms	
identify_7bf75739.js	200	analytics.tiktok.com	38.3KB				38ms	
settings	200	api.shopify-inventory.jtc	1.21KB				270ms	
store?defaultDomain=hollan	200	skosm.klarna.com	321B				120ms	
klevu-webstore.js	200	js.klevu.com	46.8KB				44ms	
OPTIONS store?defaultDom	204	skosm.klarna.com	0				83ms	
768229597?random=172883f	200	googleads.g.doubleclick	2.32KB				25ms	
POST 768229597?gtm=45be	204	google.com	57B				16ms	
POST checkAndGet?pid=%2	200	swymstore-v3premium-	2.49KB				491ms	
c.gif?ctsa=mr&CtsSyncId=1	200	c.clarity.ms	42B				18ms	
ev1?m=shopify-21193793&s	200	connect.nosto.com	627B				123ms	
OnePage.DUiBZfqL.js	200	cdn.shopify.com	35.8KB				32ms	
cross22.png	200	app.dropahint.us	2.05KB				27ms	
about:blank	(failed)		0				31ms	
768229597?random=172883f	200	google.com	64B				28ms	
768229597?random=172883f	200	google.co.uk	64B				28ms	
user_country_code?lat=null	200	api.shopify-inventory.jtc	20B				158ms	
v1?defaultDomain=hollandc	200	skosm.klarna.com	820B				66ms	
OPTIONS v1?defaultDomain	204	skosm.klarna.com	0				28ms	
POST /	200	ipv4check.ksearchnet.c	412B				43ms	
klevu-163103310093414186.j	200	js.klevu.com	1.79KB				28ms	
768229597?random=172883f	200	googleads.g.doubleclick	2.33KB				24ms	
POST 768229597?gtm=45be	204	google.com	0				18ms	
DeliveryMethodSelectorSect	200	cdn.shopify.com	21.1KB				30ms	
ev1?m=shopify-21193793&r	200	connect.nosto.com	677B				107ms	
swym-shopify.js?shop=holla	200	swymv3premium-01.azi	469B				202ms	
OPTIONS swym-shopify.js?e	200	swymv3premium-01.azi	0				157ms	
swym-shopify.js?shop=holla	200	swymv3premium-01.azi	469B				204ms	
OPTIONS swym-shopify.js?e	200	swymv3premium-01.azi	0				160ms	
apps.bundle.js?v=3.114.0	200	premcndn.swymrelay.cor	57.8KB				37ms	
POST /	(failed)	ipv6check.ksearchnet.c	0				162ms	
OPTIONS /	(failed)	ipv6check.ksearchnet.c	0				11ms	
useUnauthenticatedErrorMo	200	cdn.shopify.com	1.54KB				41ms	
klarna.js	200	js.klarna.com	20.5KB				103ms	
768229597?random=172883f	200	googleads.g.doubleclick	2.33KB				23ms	
POST 768229597?gtm=45be	204	google.com	0				15ms	
768229597?random=172883f	200	google.com	64B				31ms	
768229597?random=172883f	200	google.co.uk	64B				29ms	
collections?m=shopify-2119	200	connect.nosto.com	402B				213ms	
LegacyVaultedShippingMeth	200	cdn.shopify.com	1.28KB				33ms	
loadStrings1.js?v=3.114.0	200	premcndn.swymrelay.cor	12.8KB				5ms	
7726.js?v=3.114.0	200	premcndn.swymrelay.cor	1.96KB				4ms	
2686.js?v=3.114.0	200	premcndn.swymrelay.cor	3.24KB				8ms	
secondaryStyles.js?v=3.114	200	premcndn.swymrelay.cor	9.44KB				5ms	
klevu-163103310093414186-1	200	js.klevu.com	1.42KB				19ms	
klevu_search_box_klevu-163	200	js.klevu.com	3.49KB				39ms	
klevu-layout-slim.js?v=15	200	js.klevu.com	8.43KB				17ms	
navigation_equestrian_20x.j	200	hollandcooper.com	1.75KB				54ms	
navigation_equestrian_1296	200	hollandcooper.com	70.6KB				47ms	
Bags_975f237d-c9ac-4fb2-a1	200	hollandcooper.com	1.85KB				42ms	
Bags_975f237d-c9ac-4fb2-a1	200	hollandcooper.com	206KB				54ms	
POST collect?pid=%2BxZIOI	200	swymstore-v3premium-	558B				156ms	
768229597?random=172883f	200	google.com	64B				22ms	
768229597?random=172883f	200	google.co.uk	64B				22ms	
runtime-config.json	200	js.klarna.com	1.24KB				98ms	
Rollup.DJEK_OtR.js	200	cdn.shopify.com	2.39KB				38ms	
klevu-loader.GIF	200	js.klevu.com	970B				16ms	

swym_fonts.woff2	200	premcdn.swymrelay.cor	25.4KB					66ms	
POST collect	204	t.clarity.ms	0					95ms	
SubscriptionPriceBreakdow	200	cdn.shopify.com	3.22KB					52ms	
sdk.js	200	js.klarna.com	196KB					91ms	
/	200	hollandcooper.com	76.6KB					654ms	
delivery	200	hollandcooper.com	66.1KB					297ms	
whats-new	200	hollandcooper.com	78.8KB					459ms	
gifting-page	200	hollandcooper.com	77.6KB					613ms	
accessories	200	hollandcooper.com	79.1KB					463ms	
womens-coats	200	hollandcooper.com	78.3KB					493ms	
flagship-boutiques	200	hollandcooper.com	67.7KB					462ms	
RageClickCapture.Bt65ockP	200	cdn.shopify.com	2.08KB					47ms	
ShopPayLogo.CqVb9Kgb.js	200	cdn.shopify.com	2.24KB					26ms	
PurchaseOptionsAgreement	200	cdn.shopify.com	3.13KB					29ms	
PickupPointCarrierLogo.W5'	200	cdn.shopify.com	2.48KB					32ms	
hooks.PITBmN_2.js	200	cdn.shopify.com	3.83KB					40ms	
VaultedPayment.BQ-wphy-.jt	200	cdn.shopify.com	39.6KB					50ms	
OnePageModal.BU-8NF6N.js	200	cdn.shopify.com	1.43KB					29ms	
useShowShopPayOptin.C9B	200	cdn.shopify.com	1.84KB					36ms	
Section.C4YAOKIc.js	200	cdn.shopify.com	2.06KB					35ms	
useGooglePaySdk.OrY8lkjd.	200	cdn.shopify.com	6.31KB					29ms	
ShopPayLoginLoader.C9inT:	200	cdn.shopify.com	2.82KB					35ms	
publishMessage.CPsQvyYu.	200	cdn.shopify.com	2.13KB					31ms	
PayButtonSection.DJI2ZAL4	200	cdn.shopify.com	4.63KB					28ms	
context.WjMzC5I2.js	200	cdn.shopify.com	3.37KB					32ms	
DutyOptions.0gyWa648.js	200	cdn.shopify.com	4.83KB					29ms	
useAmazonContact.Bz1Su2l	200	cdn.shopify.com	3.62KB					28ms	
StockProblemsLineltemList.	200	cdn.shopify.com	1.78KB					28ms	
component-ShopPayVerifica	200	cdn.shopify.com	7.74KB					34ms	
index.ajmBaWCC.js	200	cdn.shopify.com	25.9KB					29ms	
app.DhZZMK7-.css	200	cdn.shopify.com	22.8KB					39ms	
OnePage.BL1uXB7_.css	200	cdn.shopify.com	1.76KB					37ms	
DeliveryMethodSelectorSect	200	cdn.shopify.com	2.94KB					32ms	
Rollup.o9Mx-fKL.css	200	cdn.shopify.com	1.08KB					26ms	
SubscriptionPriceBreakdow	200	cdn.shopify.com	834B					48ms	
RageClickCapture.DnkQ4tsk	200	cdn.shopify.com	844B					29ms	
POST collect	204	t.clarity.ms	0					345ms	
ShopPayLogo.D_HPU8Dh.cs	200	cdn.shopify.com	838B					40ms	
PickupPointCarrierLogo.C0v	200	cdn.shopify.com	781B					38ms	
VaultedPayment.Bk8Je7sl.cs	200	cdn.shopify.com	2.20KB					24ms	
Section.sQehCocD.css	200	cdn.shopify.com	815B					33ms	
ShopPayLoginLoader.CjGSc	200	cdn.shopify.com	837B					28ms	
PayButtonSection.DF7trkKf.	200	cdn.shopify.com	879B					45ms	
DutyOptions.CtZGmwZL.css	200	cdn.shopify.com	1.69KB					29ms	
useAmazonContact.D-Ox6Di	200	cdn.shopify.com	895B					31ms	
StockProblemsLineltemList.	200	cdn.shopify.com	828B					46ms	
POST produce	(canceled)	monorail-edge.shopifys	0					134ms	
ShopPayVerificationSwitch.(	200	cdn.shopify.com	1.40KB					43ms	
Chronicle_Text_G1_Roman_	200	cdn.shopify.com	42.0KB					36ms	
gillsansnova_n4.bb07ca19f1	200	fonts.shopifycdn.com	18.4KB					87ms	
Holland_Cooper_x320.png?n	200	cdn.shopify.com	5.29KB					37ms	
POST produce	(canceled)	monorail-edge.shopifys	0					110ms	
POST collect	204	t.clarity.ms	0					168ms	
vendors~reviews~atlas~Clie	200	static.klaviyo.com	8.16KB						7ms
ClientStore.00ba351e0798f9c	200	static.klaviyo.com	18.5KB						7ms
532.6b7731948f1a181190b2.c	200	static.klaviyo.com	8.82KB						6ms
styles.c55c43061a96111d7f0	200	static.klaviyo.com	3.57KB						17ms
vendors~Render.0c25648011	200	static.klaviyo.com	13.0KB						16ms
Render.744fc49de038509e0b	200	static.klaviyo.com	32.2KB						15ms
POST track-analytics?comp	202	a.klaviyo.com	50B						314ms
POST track-analytics?comp	202	a.klaviyo.com	50B						313ms
OPTIONS track-analytics?co	200	a.klaviyo.com	0						168ms

OPTIONS track-analytics?co	200	a.klaviyo.com	0						160ms
POST collect	204	t.clarity.ms	0						92ms
vendors~cleave.f	200	static.klaviyo.com	8.16KB						8ms
a403062a-519f-442c-b852-84	200	d3k81ch9hvuctc.cloudfr	163KB						148ms
I?primer=7cdcb44be4a7db8f	200	use.typekit.net	21.9KB						48ms
POST produce	(canceled)	monorail-edge.shopifys	0						143ms

431 Requests	43.5MB (53.9MB Uncompressed)	20.8s (Onload 7.4s)
--------------	------------------------------	---------------------



Performance Metrics

First Contentful Paint How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.	OK, but consider improvement 951ms	Time to Interactive How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.	Much longer than recommended 11.8s
Speed Index How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.	Much longer than recommended 10.1s	Total Blocking Time How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.	Much longer than recommended 1.7s
Largest Contentful Paint How long it takes for the largest element of content (i.e., a hero image) to be painted on your page. A good user experience is 1.2s or less.	Much longer than recommended 5.3s	Cumulative Layout Shift How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less.	Good - Nothing to do here 0.02

Browser Timings

Redirect	107ms	Connect	20ms	Backend	474ms
TTFB	601ms	First Paint	952ms	DOM Int.	3.4s
DOM Loaded	3.7s	Onload	7.4s	Fully Loaded	20.8s

IMPACT AUDIT

High

Avoid enormous network payloads LCP

Total size was 42.6MB

Large network payloads cost users real money and are highly correlated with long load times.

URL	TRANSFER SIZE
• https://cdn.shopify.com/videos/c/o/v/7aef27c07b80418ca8703a797b8564e5.mp4	34.0MB
• https://www.hollandcooper.com/cdn/shop/files/navigation_imagery_15mens_2048x2048.jpg?v=1726834740	455KB
• https://www.hollandcooper.com/cdn/shop/files/navigation_imagery_15mens_1296x.jpg?v=1726834740	393KB
• https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.BemU-tkl.js	367KB
• https://www.hollandcooper.com/cdn/shop/files/Mobile_Banner_0676d3e3-68b7-4a60-8624-cf3b424b348d.jpg?v=1726742498&width=720	294KB
• https://www.hollandcooper.com/cdn/shop/files/navigation_imagery_victoria_2048x2048.jpg?v=1728392881	268KB
• https://www.hollandcooper.com/cdn/shop/files/Bags_975f237d-c9ac-4fb2-a125-771766f31336_2048x2048.jpg?v=1725621955	245KB
• https://www.hollandcooper.com/cdn/shop/files/Bags_975f237d-c9ac-4fb2-a125-771766f31336_1296x.jpg?v=1725621955	206KB
• https://www.hollandcooper.com/cdn/shop/files/navigation_imagery_boutique1_2048x2048.jpg?v=1720602327	204KB
• https://js.klarna.com/web-sdk/v1/0.0.333/sdk.js	196KB

High

Reduce JavaScript execution time TBT

7.6s spent executing JavaScript

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this.

URL	TOTAL CPU TIME	SCRIPT EVALUATION	SCRIPT PARSE
• https://www.hollandcooper.com/cdn/shop/t/830/assets/header.chunk.ce828.js	4.1s	893ms	0ms
• https://www.hollandcooper.com/	3.9s	841ms	14ms
• Unattributable	2.2s	243ms	0ms
• https://script.hotjar.com/modules.720d0264984b164946ff.js	1.2s	1.1s	11ms
• https://www.hollandcooper.com/cdn/shop/t/830/assets/vendors@layout.password@layout.theme.chunk.9d16c.js?v=114414457275826702551728573233	477ms	308ms	0ms
• https://app.dropahint.us/front/js?account=1428&shop=hollandcooper.myshopify.com	471ms	460ms	4ms
• https://connect.nosto.com/include/script/shopify-21193793.js?shop=hollandcooper.myshopify.com	371ms	251ms	4ms
• https://www.clarity.ms/s/0.7.48/clarity.js	346ms	300ms	1ms
• https://www.hollandcooper.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	340ms	316ms	12ms
• https://www.hollandcooper.com/cdn/shop/t/830/assets/cursor.chunk.1affa.js	285ms	31ms	1ms
• https://js.klevu.com/core/v2/klevu.js	283ms	244ms	14ms
• https://swymv3premium-01.azureedge.net/code/swym-shopify.js?shop=hollandcooper.myshopify.com	266ms	231ms	14ms
• https://www.googletagmanager.com/gtag/js?id=G-JE63E6ZTNE	185ms	129ms	38ms
• https://cdn.shopify.com/proxy/fd46348345ca374338ff78b8cf9c6c55a8839c2eb700546f9a5eb48e80ae9624/s.pandect.es/scripts/pandectes-core.js?shop=hollandcooper.myshopify.com&sp-cache-control=chVibGjJLCBTYXg.tYWdIPtkWMA	181ms	164ms	1ms
• https://static.klaviyo.com/onsite/js/vendors~reviews~atlas~ClientStore.dd9d02dd9fc376e8dd48.js	177ms	148ms	0ms
• https://staticw2.yotpo.com/JVdUDe0mZ3nZnQ4AMUzAjpIznc6rXmtOfa7PoLiW/widget.js	156ms	96ms	16ms
• https://www.hollandcooper.com/cdn/s/trekkie.storefront.c1258b47cccb7bc2aeeae253b8999e078bd2f6b.min.js	143ms	89ms	2ms
• https://static.klaviyo.com/onsite/js/default~signup_forms~onsite-triggering.53d3566884aa6645184a.js?cb=1	143ms	142ms	0ms
• https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0Mw.js	139ms	125ms	11ms
• https://assets.videowise.com/client.js.gz	116ms	81ms	1ms
• https://static.klaviyo.com/onsite/js/ClientStore.00ba351e0798f9eaf68.js	115ms	25ms	1ms
• https://www.hollandcooper.com/cdn/shop/t/830/assets/product-card.chunk.c2f2e.js	112ms	104ms	0ms
• https://www.hollandcooper.com/cdn/shopifycloud/boomerang/shopify-boomerang-1.0.0.min.js	94ms	90ms	2ms
• https://connect.facebook.net/en_US/fbevents.js	94ms	85ms	7ms
• https://www.hollandcooper.com/wpm@b27301d1w4f7f79fap82969c05mefc5317e/custom/web-pixel-29950148@1/sandbox/modern/	92ms	30ms	13ms
• https://www.hollandcooper.com/cdn/shopifycloud/shopify/assets/storefront/load_feature-f4e7948c1c9e4f45ef404dbb8b5dbcaa265bad73ea228bf11efe71177b448d9.js	88ms	87ms	0ms
• https://www.googletagmanager.com/gtm.js?id=GTM-P6J4ZK9	84ms	76ms	5ms
• https://static.klaviyo.com/onsite/js/signup_forms.a279a1ac64ac8e3a46a0.js?cb=1	83ms	77ms	0ms
• https://www.hollandcooper.com/wpm@b27301d1w4f7f79fap82969c05mefc5317e/custom/web-pixel-29917380@2/sandbox/modern/	80ms	51ms	6ms
• https://prod2-cdn.upstackified.com/scripts/px/adtr-shopify.min.js	79ms	73ms	5ms
• https://www.hollandcooper.com/cdn/shop/t/830/assets/layout.theme.js?v=92134904311169899151728573246	75ms	56ms	0ms
• https://static.klaviyo.com/onsite/js/Render.744fc49de038509e0bea.js	73ms	71ms	2ms
• https://js.klevu.com/theme/default/v2/quick-search.debug.js	70ms	40ms	15ms
• https://prod2-cdn.upstackified.com/scripts/px/ups-ext.min.js	66ms	57ms	8ms
• https://www.googletagmanager.com/gtag/js?id=AW-768229597	66ms	59ms	6ms
• _lighthouse-eval.js	62ms	6ms	0ms
• https://www.hollandcooper.com/wpm@b27301d1w4f7f79fap82969c05mefc5317e/custom/web-pixel-shopify-custom-pixel@0220/sandbox/modern/	59ms	16ms	15ms
• https://static.klaviyo.com/onsite/js/vendors~cleave.fa9829cecd5fd5d434d.js	54ms	49ms	0ms
• https://www.hollandcooper.com/wpm@b27301d1w4f7f79fap82969c05mefc5317e/custom/web-pixel-41681092@10/sandbox/modern/	53ms	26ms	8ms
• https://sdk-static.loyaltylion.net/static/2/lion-core-aa0a364.js	51ms	50ms	1ms
• https://sdk-static.loyaltylion.net/static/2/lion-app-integrated-bff6ce8.js	51ms	47ms	3ms

Med-High

Avoid an excessive DOM size TBT

4,784 elements

A large DOM will increase memory usage, cause longer style calculations, and produce costly layout reflows.

STATISTIC	ELEMENT	VALUE
Total DOM Elements		4784
Maximum DOM Depth	ul.drw-Drawer_Breadcrumbs > button.drw-Drawer_BackButton > svg > path <path d="M11.857,988L.79 12.056l11.067 11.067" stroke="currentColor" fill="none" fill-rule="evenodd">	28
Maximum Child Elements	Afghanistan (+93) Albania (+355) Algeria (+213) Andorra (+376) Ang... <select id="peppy-countryCode" name="peppy-countryCode" class="peppy-popup-form-countrycode-dropdown" autocomplete="tel-country-code">	227

Med-High

Avoid long main-thread tasks TBT

20 long tasks found

Lists the longest tasks on the main thread, useful for identifying worst contributors to input delay.

URL	START TIME	DURATION
• https://script.hotjar.com/modules.720d0264984b164946ff.js	4.2s	286ms
• https://www.hollandcooper.com/cdn/wpm/bb27301d1w4f7f9fap82969c05mefc5317em.js	1.8s	253ms
• https://www.hollandcooper.com/cdn/shop/t/830/assets/header.chunk.ce828.js	6.6s	239ms
• https://www.googletagmanager.com/gtag/js?id=G-JE63E6ZTNE	3.4s	217ms
• https://cdn.shopify.com/proxy/fd46348345ca374338ff78b8cf9c6c55a8839c2eb700546f9a5eb48e80ae9624/s.pandect.es/scripts/pandectes-core.js?shop=hollandcooper.myshopify.com&sp-cache-control=cHVibGijL_CBTYXgtYWdlPTkwMA	7.9s	173ms
• Unattributable	9.7s	115ms
• https://www.hollandcooper.com/cdn/shop/t/830/assets/header.chunk.ce828.js	9.4s	113ms
• https://www.hollandcooper.com/	876ms	99ms
• https://www.hollandcooper.com/	976ms	95ms
• https://www.hollandcooper.com/cdn/shop/t/830/assets/product-card.chunk.c2f2e.js	5.2s	90ms
• https://www.hollandcooper.com/	1.2s	89ms
• https://static.klaviyo.com/onsite/js/ClientStore.00ba351e0798f9eafd68.js	20.1s	87ms
• https://www.hollandcooper.com/cdn/shop/t/830/assets/vendors@layout.password@layout.theme.chunk.9d16c.js?v=114414457275826702551728573233	5.6s	87ms
• https://www.hollandcooper.com/	1.4s	87ms
• https://www.googletagmanager.com/gtag/js?id=G-JE63E6ZTNE	7.4s	85ms
• https://connect.nosto.com/include/script/shopify-21193793.js?shop=hollandcooper.myshopify.com	8.9s	83ms
• https://js.klevu.com/theme/default/v2/quick-search.debug.js	2.2s	80ms
• https://prod2-cdn.upstackified.com/scripts/px/adtr-shopify.min.js	1.7s	79ms
• Unattributable	1.3s	78ms
• https://static.klaviyo.com/onsite/js/vendors~reviews~atlas~ClientStore.dd9d02dd9fc376e8dd48.js	20.4s	77ms

Med

Use explicit width and height on image elements CLS

1 image found

Set an explicit width and height on image elements to reduce layout shifts and improve CLS.

FAILING ELEMENTS

Join Holland Cooper

Med

Serve static assets with an efficient cache policy

Potential savings of 0.99MB

A long cache lifetime can speed up repeat visits to your page.

URL	CACHE TTL	TRANSFER SIZE
https://shopifyapp.what3words.com/js/w3w.js?shop=hollandcooper.myshopify.com	none	53.4KB
https://conversion.klarnaservices.com/kc.js	none	18.0KB
https://cdn-widgetsrepository.yotpo.com/v1/loader/JVdUDE0mZ3nZnQ4AMUzAjlznc6rXmtOfa7PoLiW	none	9.23KB
https://s3.eu-west-1.amazonaws.com/production-klarna-il-shopify-osm/c5d48ab3820eab838873c316eafdfb589eafb1ff/hollandcooper.myshopify.com-1728648181825.js?shop=hollandcooper.myshopify.com	none	6.67KB
https://script.tapfiliate.com/tapfiliate.js	none	4.48KB
https://script.tapfiliate.com/tapfiliate.js	none	4.48KB
https://www.facebook.com/tr/?id=1641947406092927&ev=PageView&dl=https%3A%2F%2Fwww.hollandcooper.com%2F&ri=&if=false&ts=1728839511090&cd[external_id]=01ja3dtnys91x5gsy8jdnpejet&cd[app]=Upstackified&sw=390&sh=844&ud[external_id]=4454fe7502cfb00e30d9514ed13bc0575c4de8120dcf8747157e200bd0b82e79&v=2.9.170&r=stable&ec=0&o=12318&fbp=fb.2.1728839505887.8680389547&ler=empty&cdl=API_unavailable&it=1728839509556&coo=false&eid=01JA3DTQZ527N2A0BHB4YC8TZ1&tm=1&rqm=GET	none	273B
https://www.google.com/_well-known/private-click-measurement/trigger-attribution/00/02	none	18B
https://app.dropahint.us/front/js?account=1428&shop=hollandcooper.myshopify.com	30 seconds	32.1KB
https://js.klarna.com/web-sdk/v1/klarna.js	60 seconds	20.5KB
https://inventory-info.nyc3.cdn.digitaloceanspaces.com/js/inventoryLocation.js?shop=hollandcooper.myshopify.com	60 seconds	9.8KB
https://static.hotjar.com/c/hotjar-2589442.js?sv=6	60 seconds	5.54KB
https://static.hotjar.com/c/hotjar-2589442.js?sv=6	60 seconds	5.53KB
https://prod2-cdn.upstackified.com/scripts/px/ups-ext.min.js	5 minutes	66.0KB
https://prod2-cdn.upstackified.com/scripts/px/adtr-shopify.min.js	5 minutes	65.8KB
https://connect.nosto.com/include/script/shopify-21193793.js?shop=hollandcooper.myshopify.com	10 minutes	69.1KB
https://cdn.shopify.com/proxy/fd46348345ca374338ff78b8cf9c6c55a8839c2eb700546f9a5eb48e80ae9624/s.pandect.es/scripts/pandectes-core.js?shop=hollandcooper.myshopify.com&sp-cache-control=cHViGjJlCBYXgtYWdlPlTkwMA	10 minutes	24.2KB
https://assets.videowise.com/style.css.gz	15 minutes	30.1KB
https://assets.videowise.com/client.js.gz	15 minutes	21.1KB
https://assets.videowise.com/vendors.js.gz	15 minutes	14.7KB
https://staticw2.yotpo.com/JVdUDE0mZ3nZnQ4AMUzAjlznc6rXmtOfa7PoLiW/widget.css?widget_version=2024-09-30_12-52-23	17 minutes	38.9KB
https://connect.facebook.net/en_US/fbevents.js	20 minutes	60.1KB
https://connect.facebook.net/en_US/fbevents.js	20 minutes	60.1KB
https://connect.facebook.net/signals/config/1641947406092927?v=2.9.170&r=stable&domain=www.hollandcooper.com&hme=d82868061a8c707cd31395a3055e7449daa03bd520872727258c39e6af34523e&ex_m=70%2C120%2C106%2C110%2C61%2C4%2C99%2C69%2C16%2C96%2C88%2C51%2C54%2C171%2C174%2C186%2C182%2C183%2C185%2C29%2C100%2C53%2C77%2C184%2C166%2C169%2C179%2C180%2C187%2C130%2C41%2C34%2C142%2C15%2C50%2C193%2C192%2C132%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C92%2C17%2C14%2C95%2C91%2C90%2C107%2C52%2C109%2C39%2C108%2C30%2C93%2C26%2C167%2C170%2C139%2C28%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C101%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C103%2C102%2C104%2C97%2C10%2C20%2C3%2C38%2C74%2C19%2C85%2C56%2C83%2C33%2C73%2C0%2C94%2C32%2C82%2C87%2C47%2C46%2C86%2C37%2C5%2C89%2C81%2C44%2C35%2C84%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112	20 minutes	13.1KB
https://connect.facebook.net/signals/config/1641947406092927?v=2.9.170&r=stable&domain=www.hollandcooper.com&hme=d82868061a8c707cd31395a3055e7449daa03bd520872727258c39e6af34523e&ex_m=70%2C120%2C106%2C110%2C61%2C4%2C99%2C69%2C16%2C96%2C88%2C51%2C54%2C171%2C174%2C186%2C182%2C183%2C185%2C29%2C100%2C53%2C77%2C184%2C166%2C169%2C179%2C180%2C187%2C130%2C41%2C34%2C142%2C15%2C50%2C193%2C192%2C132%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C92%2C17%2C14%2C95%2C91%2C90%2C107%2C52%2C109%2C39%2C108%2C30%2C93%2C26%2C167%2C170%2C139%2C28%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C101%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C103%2C102%2C104%2C97%2C10%2C20%2C3%2C38%2C74%2C19%2C85%2C56%2C83%2C33%2C73%2C0%2C94%2C32%2C82%2C87%2C47%2C46%2C86%2C37%2C5%2C89%2C81%2C44%2C35%2C84%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112	20 minutes	13.1KB
https://www.hollandcooper.com/cdn/shopifycloud/media-analytics/v0.1/analytics.js	60 minutes	7.89KB
https://www.google-analytics.com/analytics.js	2 hours	21.1KB
https://staticw2.yotpo.com/JVdUDE0mZ3nZnQ4AMUzAjlznc6rXmtOfa7PoLiW/widget.js?v2enforce=true	2 hours	105KB
https://staticw2.yotpo.com/JVdUDE0mZ3nZnQ4AMUzAjlznc6rXmtOfa7PoLiW/widget.js	2 hours	145KB
https://js.klevu.com/theme/default/v2/quick-search.debug.js	4 hours	113KB
https://js.klevu.com/core/v2/klevu.js	4 hours	52.5KB
https://js.klevu.com/klevu-js-v1/js/klevu-webstore.js	4 hours	47.0KB
https://shopify.orderdeadline.com/app/frontend/js/order-deadline.min.js?shop=hollandcooper.myshopify.com	4 hours	11.6KB
https://js.klevu.com/klevu-js-v1/js-1-1/klevu-layout-slim.js?v=15	4 hours	8.59KB
https://js.klevu.com/klevu-css/klevu_search_box_klevu-163103310093414186.min.css?t=0	4 hours	3.61KB
https://js.klevu.com/klevu-js-v1/klevu-js-api/klevu-163103310093414186.js?t=0	4 hours	1.91KB
https://formbuilder.hulkapps.com/skeletopapp.js?shop=hollandcooper.myshopify.com	4 hours	1.90KB
https://js.klevu.com/klevu-js-v1/klevu-js-api/klevu-163103310093414186-maps.js?t=0	4 hours	1.53KB

URL	CACHE TTL	TRANSFER SIZE
https://js.klevu.com/klevu-js-v1/js/klevuScript.js?klevuapi=klevu-163103310093414186&lang=en&shop=hollandcooper.myshopify.com	4 hours	1.52KB
https://www.clarity.ms/s/0.7.48/clarity.js	24 hours	27.0KB
https://www.hollandcooper.com/cdn/s/javascripts/currencies.js	1 day	1.91KB
https://swymv3premium-01.azureedge.net/code/swym-shopify.js?shop=hollandcooper.myshopify.com	7 days	79.6KB
https://assets.videowise.com/checkout.js.gz	7 days	39.5KB
https://staticw2.yotpo.com/assets/yotpo-widget-font.woff?version=2024-09-30_12-52-23	7 days	12.4KB
https://staticw2.yotpo.com/assets/open_sans_work_sans_400_600_700_display_swap.css	7 days	657B
https://staticw2.yotpo.com/assets/inter.css	7 days	625B
https://staticw2.yotpo.com/assets/open_sans.css	7 days	586B
https://staticw2.yotpo.com/assets/spacer.gif	7 days	401B
https://p.typekit.net/p.gif?s=1&k=yvh7zvnv&ht=tk&f=www.hollandcooper.com&f=39295.39296.39297.39298.39302.39303.39304.39305.39306.39307&a=842514&js=1.21.0&app=typekit&e=js&_=1728839507397	7 days	205B
https://p.typekit.net/p.css?s=1&k=byo1mrs&ht=tk&f=35024.35026.35028.35029.35034.35035&a=85837468&app=typekit&e=css	7 days	172B
https://p.typekit.net/p.css?s=1&k=ghs3gma&ht=tk&f=39295.39297.39306.39328.39329.39332.39334.39335.39336.39337&a=82496527&app=typekit&e=css	7 days	172B
https://p.typekit.net/p.css?s=1&k=mvd4rrt&ht=tk&f=30027.30028.30033.30034.30041.30042.30047.30048.30055.30056.30061.30062.30069.30070.30075.30076&a=85837468&app=typekit&e=css	7 days	172B
https://p.typekit.net/p.css?s=1&k=yvh7zvnv&ht=tk&f=39295.39296.39297.39298.39302.39303.39304.39305.39306.39307&a=842514&app=typekit&e=css	7 days	172B
https://d3k81ch9hvuct.cloudfront.net/company/PH7F7e/images/a403062a-519f-442c-b852-84af21f8f1e4.jpeg	30 days	163KB
https://js.klevu.com/klevu-js-v1/img/klevu-loader.GIF	30 days	1.14KB

Med-Low

Avoid chaining critical requests FCP LCP

22 chains found

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load.

Maximum critical path latency: 4.1s

INITIAL NAVIGATION



https://www.hollandcooper.com/cdn/s/javascrpts/currencies.js	1.91KB, 49ms
https://cdn.shopify.com/extensions/9028b7c9-af42-4e73-936f-87aa98983e16/pd-back-in-stock-59/assets/button.css	2.09KB, 64ms
https://use.typekit.net/af/21fe31/00000000000000007735bb95/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3	28.4KB, 42ms
https://use.typekit.net/af/e6cb79/00000000000000007735bbba/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i5&v=3	36.2KB, 42ms
https://use.typekit.net/af/e9b431/00000000000000007735bbb4/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i3&v=3	30.8KB, 46ms
https://www.hollandcooper.com/wpm@b27301d1w4f7f79fap82969c05mefc5317e/web-pixel-309461188@2050166f3a1600c42cff0a9e23d27148/sandbox/worker.modern.js	22.5KB, 30ms
https://www.hollandcooper.com/cdn/shop/t/830/assets/layout.theme.css?v=166962850302882396831728573225	55.8KB, 56ms
https://www.hollandcooper.com/cdn/shop/t/830/assets/73b97d97a1937eb4c71094bbfea0a7e3.woff2	18.6KB, 39ms
https://www.hollandcooper.com/cdn/shop/t/830/assets/7c8e672421fdaa43d2a61d299064315e.woff2	30.6KB, 59ms

Med-Low

Avoid CSS @import FCP LCP

6 resources found

Using CSS @import in an external stylesheet can add additional delays during the loading of a web page.

STYLESHEETS WITH @IMPORT STATEMENTS AND THE STYLESHEETS THEY IMPORT

https://staticw2.yotpo.com/JVdUDe0mZ3nZnQ4AMUzAjpIznC6rXmtOfa7PoLiW/widget.css?widget_version=2024-09-30_12-52-23
https://staticw2.yotpo.com/assets/open_sans.css
https://fonts.googleapis.com/css2?family=Poppins:ital,wght@0,100;0,200;0,300;0,400;0,500;0,600;0,700;0,800;0,900&display=swap
https://use.typekit.net/mvd4rrt.css
https://use.typekit.net/yvh7znv.css
https://use.typekit.net/ghs3gma.css
https://use.typekit.net/byo1mrs.css
https://use.typekit.net/mvd4rrt.css
https://p.typekit.net/p.css?s=1&k=mvd4rrt&ht=tk&f=30027.30028.30033.30034.30041.30042.30047.30048.30055.30056.30061.30062.30069.30070.30075.30076&a=85837468&app=typekit&e=css
https://use.typekit.net/yvh7znv.css
https://p.typekit.net/p.css?s=1&k=yvh7znv&ht=tk&f=39295.39296.39297.39298.39302.39303.39304.39305.39306.39307&a=842514&app=typekit&e=css
https://use.typekit.net/ghs3gma.css
https://p.typekit.net/p.css?s=1&k=ghs3gma&ht=tk&f=39295.39297.39306.39328.39329.39332.39334.39335.39336.39337&a=82496527&app=typekit&e=css
https://use.typekit.net/byo1mrs.css
https://p.typekit.net/p.css?s=1&k=byo1mrs&ht=tk&f=35024.35026.35028.35029.35034.35035&a=85837468&app=typekit&e=css

Low

Use a Content Delivery Network (CDN)

8 resources found

CDNs can give an equally fast web experience to your users across the globe.

URI

- https://p.yotpo.com/?e=se&se_ca=dedicated_page&se_ac=loaded&se_va=JvDUDe0mZ3nZnQ4AMUzAjpIznC6rXmtOfa7PoLiW&cx=eYJwdl91dWkljOzNTc5NzcwMTQslmxHxV91dCl6lmNvbGxhZ2Ul.C.JhbG.J1bV90exBlIjoiY3VzdG9tIiwZ2FsbG9yV9pZCk6lGjYxMzg3ZTc1ODcyZDk5MDY1Yzc4NzgXNiIsImhhc192aWRlbyl6ZmFsc2UsInBpeGVsX2lkIjoizDY0NmExZGQtMDU5Mi00NZAxLWFjYTYgtNmIxOTVjZWVhZGlzLn0=&dtm=1728839507805&tid=456903&vp=390x844&ds=390x5164&vid=1&duid=c6119dbc84447822&p=web&tv=jS-0.13.2f&p=3313996003&aId=onsite_v2&lang=en-US&cs=UTF-8&tz=America%2FLosAngeles&res=390x844&cd=24&cookie=1&url=https%3A%2F%2Fwww.hollandcooper.com%2F
- https://p.yotpo.com/?e=se&se_ca=dedicated_page&se_ac=loaded&se_va=JvDUDe0mZ3nZnQ4AMUzAjpIznC6rXmtOfa7PoLiW&cx=eYJwdl91dWkljOzNTc5NzcwMTQslmxHxV91dCl6lmNvbGxhZ2Ul.C.JhbG.J1bV90exBlIjoiY3VzdG9tIiwZ2FsbG9yV9pZCk6lGjYxMzg3ZTc1ODcyZDk5MDY1Yzc4NzgXNiIsImhhc192aWRlbyl6ZmFsc2UsInBpeGVsX2lkIjoizDY0NmExZGQtMDU5Mi00NZAxLWFjYTYgtNmIxOTVjZWVhZGlzLn0=&dtm=1728839508945&tid=454216&vp=390x844&ds=390x5709&vid=1&duid=c6119dbc84447822&p=web&tv=jS-0.13.2f&p=3313996003&aId=onsite_v2&lang=en-US&cs=UTF-8&tz=America%2FLosAngeles&res=390x844&cd=24&cookie=1&url=https%3A%2F%2Fwww.hollandcooper.com%2F
- https://www.google.co.uk/pagead/1p-user-list/768229597/?random=1728839508398&cv=11&fst=1728838800000&bg=ffffff&guid=ON&async=1>m=45be4a90v867902681za20_0&gcd=13t3t3t5t1&dma=0&tag_exp=101533422~101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Fwww.hollandcooper.com%2F&hn=www.googleadservice.s.com&frm=0&tiba=Holland%20Cooper%20Cooper%20C2%AE&did=dNzYwYj&qgid=dNzYwYj&rpd=0&npa=0&pscd=noapi&uid=161177243.1728839508&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapy=&uaw=0&fdr=QA&data=event%3Ddetect_user%3Bevent_category%3DHofjar%3Bevent_label%3DDe7c77a64%3Bnon_interaction%3Drftm=3&fmt=3&is_vtc=1&cid=CAQSGwDpaXnfACFTt3ghdhNn3KrL4rtufEy62cJnzQ&random=1854179938&rmt_tld=1&jpr=y
- <https://shopifyapp.what3words.com/js/w3w.js?shop=hollandcooper.myshopify.com>
<https://c.clarity.ms/c.gif?cta=mr&CtsSyncId=12EFA98FA62C405085BA8E4BFDA41687&MUID=0E87F183F4136F69101FE494F58CE02>
- https://www.google.co.uk/pagead/1p-user-list/768229597/?random=1728839512068&cv=11&fst=1728838800000&bg=ffffff&guid=ON&async=1>m=45be4a90v867902681za20_0&gcd=13t3t3t5t1&dma=0&tag_exp=101533422~101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Fwww.hollandcooper.com%2F&tiba=Holland%20Cooper%20C2%AE&did=dNzYwYj&qgid=dNzYwYj&rpd=0&npa=0&pscd=noapi&uid=161177243.1728839508&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapy=&uaw=0&fdr=QA&data=event%3Dpage_view%3Bpage_path%3D%2F&rftm=3&fmt=3&is_vtc=1&cid=CAQSGwDpaXnfYEzILQ20SRuKOH7uKcJMjTwP4bydrw&random=959956049&rmt_tld=1&jpr=y
-

1 failure reason

Many navigations are performed by going back to a previous page, or forwards again. The back/forward cache (bfcache) can speed up these return navigations.

FAILURE TYPE

Pending browser support

<https://www.hollandcooper.com/>

1 event listener not passive

Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance.

LOCATION

- Line:0

Potential savings of 29ms

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles.

Resources that **may** be contributing to render-blocking include:

DOWNLOAD TIME

- | | |
|--------|-------|
| 55.8KB | 900ms |
| 2.09KB | 778ms |
| 1.91KB | 150ms |

Potential savings of 141KB

Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://www.hollandcooper.com/cdn/shop/t/830/assets/layout.theme.css?v=166962850302882396831728573225	55.8KB	50.1KB
https://staticw2.yotpo.com/JVdUDe0mZ3nZnQ4AMUzAjpIznc6rXmtOfa7PoLiW/widget.css?widget_version=2024-09-30_12-52-23	38.9KB	38.2KB
https://assets.videowise.com/style.css.gz	30.1KB	29.8KB
.swym-ui-component *,.swym-ui-component .swym-is-button,.swym-ui-component .swym-is-anchor,.swym-ui...	12.6KB	12.2KB
https://sdk-static.loyaltylion.net/static/2/themes/modern/e018fc8/css/main.id-isolated.css	12.8KB	11.2KB

Low

Serve images in next-gen formats

Potential savings of 111KB

Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://d3k81ch9hvuctc.cloudfront.net/company/PH7F7e/images/a403062a-519f-442c-b852-84af21f8f1e4.jpeg	162KB	111KB

Low

Enable text compressionFCPLCP

Potential savings of 12.5KB

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://conversion.klarnaservices.com/kc.js	17.3KB	12.5KB

Low

Ensure text remains visible during webfont loadFCPLCP

11 fonts found

Leverage the `font-display` CSS feature to ensure text is user-visible while webfonts are loading.

URL	POTENTIAL SAVINGS
https://use.typekit.net/af/7f1946/00000000000000007735bb73/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n7&v=3	42ms
https://use.typekit.net/af/aefbc0/00000000000000007735bb8d/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i7&v=3	50ms
https://use.typekit.net/af/21fe31/00000000000000007735bb95/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3	42ms
https://use.typekit.net/af/06d56d/00000000000000007735bb9d/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i4&v=3	48ms
https://use.typekit.net/af/6c1269/00000000000000007735bbb0/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n3&v=3	47ms
https://use.typekit.net/af/e9b431/00000000000000007735bbb4/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i3&v=3	46ms
https://use.typekit.net/af/e07ccf/00000000000000007735bbb7/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n5&v=3	44ms
https://use.typekit.net/af/e6cb79/00000000000000007735bbba/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i5&v=3	42ms
https://use.typekit.net/af/ee6e20/00000000000000007735bbbf/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n6&v=3	52ms
https://use.typekit.net/af/7cdd67/00000000000000007735bbc2/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i6&v=3	50ms
https://use.typekit.net/af/0c0905/00000000000000003b9ae392/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3	7ms

Low

Reduce unused JavaScriptLCP

Potential savings of 1.11MB

Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://js.klarna.com/web-sdk/v1/0.0.333/sdk.js	196KB	122KB
...../node_modules/zod/lib/index.mjs	16.9KB	12.7KB
...../node_modules/oauth4webapi/build/index.js	7.50KB	6.97KB
...../klarna-messaging/src/index.ts	6.01KB	4.20KB
...../klarna-payment/src/apis/initiate.ts	3.00KB	3.00KB
...../klarna-identity/src/components/IdentityButton.ts	3.26KB	2.65KB
https://staticw2.yotpo.com/JVdUDe0mZ3nZnQ4AMUzAjpIznc6rXmtOfa7PoLiW/widget.js	145KB	102KB
https://staticw2.yotpo.com/JVdUDe0mZ3nZnQ4AMUzAjpIznc6rXmtOfa7PoLiW/widget.js?v2enforce=true	105KB	90.7KB
https://swymv3premium-01.azureedge.net/code/swym-shopify.js?shop=hollandcooper.myshopify.com	79.6KB	79.5KB
https://www.googletagmanager.com/gtag/js?id=G-JE63E6ZTNE	110KB	72.7KB
https://js.klevu.com/theme/default/v2/quick-search.debug.js	113KB	53.9KB
https://www.googletagmanager.com/gtm.js?id=GTM-P6J4ZK9	101KB	50.7KB
https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0Mw.js	95.6KB	49.0KB
https://www.googletagmanager.com/gtag/js?id=G-JE63E6ZTNE	110KB	47.0KB
https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0Mw.js	95.6KB	40.9KB
https://shopifyapp.what3words.com/js/w3w.js?shop=hollandcooper.myshopify.com	53.4KB	39.3KB
...../node_modules/lodash/lodash.js	23.1KB	16.9KB
...../node_modules/tippy.js/dist/tippy.esm.js	7.82KB	7.28KB
...../resources/js/script-tag/w3w.ts	3.45KB	2.64KB
...../node_modules/axios/lib/utils.js	1.28KB	832B
...../node_modules/axios/lib/adapters/xhr.js	784B	733B
https://sdk-static.loyaltylion.net/static/2/lion-app-integrated-bff6ce8.js	43.0KB	37.9KB
https://swymv3premium-01.azureedge.net/code/swym-shopify.js?shop=hollandcooper.myshopify.com	79.6KB	37.0KB
https://connect.nosto.com/include/script/shopify-21193793.js?shop=hollandcooper.myshopify.com	69.1KB	36.7KB
https://script.hotjar.com/modules.720d0264984b164946ff.js	55.8KB	36.4KB
https://www.googletagmanager.com/gtag/js?id=AW-768229597	93.8KB	35.0KB
https://prod2-cdn.upstackified.com/scripts/px/ups-ext.min.js	66.0KB	33.9KB
https://js.klevu.com/core/v2/klevu.js	52.5KB	30.0KB
https://prod2-cdn.upstackified.com/scripts/px/adtr-shopify.min.js	65.8KB	29.5KB
https://connect.facebook.net/en_US/fbevents.js	60.1KB	24.3KB
https://premcndn.swymrelay.com/code/v3/apps.bundle.js?v=3.114.0	57.8KB	24.0KB
https://script.hotjar.com/modules.720d0264984b164946ff.js	55.8KB	22.1KB
https://js.klevu.com/klevu-js-v1/js/klevu-webstore.js	47.0KB	21.0KB
https://connect.facebook.net/en_US/fbevents.js	60.1KB	20.1KB

Low

Defer offscreen images

Potential savings of 1.67MB

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://www.hollandcooper.com/cdn/shop/files/navigation_imagery_15mens_2048x2048.jpg?v=1726834740	454KB	454KB
https://www.hollandcooper.com/cdn/shop/files/navigation_imagery_victoria_2048x2048.jpg?v=1728392881	267KB	267KB
https://www.hollandcooper.com/cdn/shop/files/Bags_975f237d-c9ac-4fb2-a125-771766f31336_2048x2048.jpg?v=1725621955	244KB	244KB
https://www.hollandcooper.com/cdn/shop/files/navigation_imagery_boutique1_2048x2048.jpg?v=1720602327	204KB	204KB
https://www.hollandcooper.com/cdn/shop/files/navigation_imagery-coats_2048x2048.jpg?v=1719481654	151KB	151KB
https://www.hollandcooper.com/cdn/shop/files/Home_2048x2048.jpg?v=1728647093	113KB	113KB
https://www.hollandcooper.com/cdn/shop/files/navigation_equestrian_2048x2048.jpg?v=1726054719	78.2KB	78.2KB
https://www.hollandcooper.com/cdn/shop/files/navigation_imagery_mens-coming_soon_d6616d33-1644-4578-b612-7e55725a5db2_2048x2048.jpg?v=1722424840	73.8KB	73.8KB
https://www.hollandcooper.com/cdn/shop/files/navigation_imagery-casualwear_2048x2048.jpg?v=1719480856	71.3KB	71.3KB
https://www.hollandcooper.com/cdn/shop/t/830/assets/layout.theme.css?v=166962850302882396831728573225	55.8KB	55.8KB

Low

Avoid multiple page redirects

FCP

LCP

Potential savings of 105ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
http://hollandcooper.com/ https://www.hollandcooper.com/	105ms 0ms

Low

Minify JavaScript

FCP

LCP

Potential savings of 74.8KB

Minifying JavaScript files can reduce payload sizes and script parse time.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://js.klevu.com/theme/default/v2/quick-search.debug.js https://doui4jgs03un3.cloudfront.net/checkout.js.gz?shop=hollandcooper.myshopify.com https://app.dropahint.us/front/js?account=1428&shop=hollandcooper.myshopify.com https://inventory-info.nyc3.cdn.digitaloceanspaces.com/js/inventoryLocation.js?shop=hollandcooper.myshopify.com	113KB 39.5KB 32.1KB 9.8KB	33.9KB 33.8KB 4.26KB 2.75KB

Low

Efficiently encode images

Potential savings of 41.3KB

Optimized images load faster and consume less cellular data.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://d3k81ch9hvuctc.cloudfront.net/company/PH7F7e/images/a403062a-519f-442c-b852-84af21f8f1e4.jpeg	162KB	41.3KB

Low

Remove duplicate modules in JavaScript bundles

TBT

Potential savings of 4.48KB

Remove large, duplicate JavaScript modules from bundles to reduce unnecessary bytes consumed by network activity.

SOURCE	TRANSFER SIZE	POTENTIAL SAVINGS
../src/index.ts https://www.hollandcooper.com/cdn/shopifycloud/consent-tracking-api/v0.1/consent-tracking-api.js https://cdn.shopify.com/shopifycloud/consent-tracking-api/v0.1/consent-tracking-api.js	4.54KB 4.48KB	4.48KB

Low

Properly size images

Potential savings of 125KB

Serve images that are appropriately-sized to save cellular data and improve load time.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://d3k81ch9hvuctc.cloudfront.net/company/PH7F7e/images/a403062a-519f-442c-b852-84af21f8f1e4.jpeg	162KB	119KB
https://www.hollandcooper.com/cdn/shop/t/830/assets/crest.png?v=126054456550391718361728461010	7.32KB	5.72KB

Low

Avoid non-composited animations

CLS

1 animated element found

Animations which are not composited can be janky and increase CLS.

ELEMENT	NAME
JOIN HOLLAND COOPER SIGN UP TO OUR NEWSLETTER AND BE THE FIRST TO KNOW ABOUT... <div data-testid="POPOP" class="needsclick kl-private-reset-css-Xuajsl" style="flex: 1 1 0%;"> Unsupported CSS Property: visibility	klaviyo-fadeinup

N/A

Avoid serving legacy JavaScript to modern browsers

TBT

Potential savings of 95.8KB

Polyfills and transforms enable legacy browsers to use new JavaScript features. However, many aren't necessary for modern browsers. For your bundled JavaScript, adopt a modern script deployment strategy using module/nomodule feature detection to reduce the amount of code shipped to modern browsers, while retaining support for legacy browsers.

URL	POTENTIAL SAVINGS
https://connect.facebook.net/en_US/fbevents.js	10.6KB
Line:23 Column:2302	@babel/puglint-traverse-form-classes
Line:270 Column:9361	Array.prototype.filter
Line:270 Column:15478	Array.from
Line:270 Column:17228	Array.prototype.map
Line:270 Column:18020	Array.prototype.find
https://connect.facebook.net/en_US/fbevents.js	10.6KB
Line:23 Column:2302	@babel/puglint-traverse-form-classes
Line:270 Column:9361	Array.prototype.filter
Line:270 Column:15478	Array.from
Line:270 Column:17228	Array.prototype.map
Line:270 Column:18020	Array.prototype.find
https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0Mw.js	10.5KB
Line:1 Column:7085	@babel/puglint-traverse-form-

	clas ses
Line:1 Column:296419	Obje ct.d efin ePro pert ies
Line:1 Column:296908	Obje ct.e ntri es
Line:1 Column:297685	Obje ct.f reez e
Line:1 Column:299488	Obje ct.g etOw nPro pert yDes crip tors
Line:1 Column:300189	Obje ct.g etPr otot ypeO f
Line:1 Column:300462	Obje ct.i sExt ensi ble
Line:1 Column:300620	Obje ct.i sFro zen
Line:1 Column:300772	Obje ct.i sSea led
Line:1 Column:300899	Obje ct.k eys
Line:1 Column:301076	Obje ct.p reve ntEx tens ions
Line:1 Column:301274	Obje ct.s eal
Line:1 Column:301780	Obje ct.s etPr otot ypeO f

Line:1 Column:301847	Object.value	
https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0Mw.js		10.5KB
Line:1 Column:7085	@babel/plugin-transform-class	
Line:1 Column:296419	Object.defineProperty	
Line:1 Column:296908	Object.entries	
Line:1 Column:297685	Object.freeze	
Line:1 Column:299488	Object.getPrototypeOf	
Line:1 Column:300189	Object.getPrototypeOf	
Line:1 Column:300462	Object.prototype	
Line:1 Column:300620	Object.prototype.isFrozen	
Line:1 Column:300772	Object.prototype.isSealed	
Line:1 Column:300899	Object.keys	
Line:1 Column:301076	Object.prototype.rentensions	

URL	POTENTIAL SAVINGS
Line:1 Column:301274	Object.seal
Line:1 Column:301780	Object.prototype
Line:1 Column:301847	Object.values
https://connect.nosto.com/include/script/shopify-21193793.js?shop=hollandcooper.myshopify.com	8.23KB
Line:108 Column:18645	Object.values
Line:108 Column:18788	Object.entries
Line:108 Column:19052	Object.getPrototypeOf
https://staticw2.yotpo.com/JVdUDe0mZ3nZnQ4AMUzAjpIznc6rXmtOfa7PoLiW/widget.js	8.15KB
Line:3 Column:19199	Object.keys
https://shopify.orderdeadline.com/app/frontend/js/order-deadline.min.js?shop=hollandcooper.myshopify.com	6.66KB
Line:0 Column:44015	Date.now
https://shopify.orderdeadline.com/app/frontend/js/order-deadline.min.js?shop=hollandcooper.myshopify.com	6.66KB
Line:0 Column:44015	Date.now
https://js.klevu.com/core/v2/klevu.js	6.23KB
Line:0 Column:2732	Array.prototype.filter
Line:0 Column:3073	Array.prototype.forEach
https://staticw2.yotpo.com/JVdUDe0mZ3nZnQ4AMUzAjpIznc6rXmtOfa7PoLiW/widget.js?v2enforce=true	5.90KB
Line:3 Column:19199	Object.keys
https://prod2-cdn.upstackified.com/scripts/px/ups-ext.min.js	5.44KB

URL	POTENTIAL SAVINGS
Line:0 Column:51827	Obje ct.k eys
Line:0 Column:114342	@bab el/p lugi n-tr ansf orm- clas ses
https://prod2-cdn.upstackified.com/scripts/px/adtr-shopify.min.js	5.43KB
Line:0 Column:51827	Obje ct.k eys
Line:0 Column:114342	@bab el/p lugi n-tr ansf orm- clas ses
https://js.klarna.com/web-sdk/v1/0.0.333/sdk.js	207B
Line:1 Column:26962	@bab el/p lugi n-tr ansf orm- clas ses
https://static.hotjar.com/c/hotjar-2589442.js?sv=6	72B
Line:2 Column:921	@bab el/p lugi n-tr ansf orm- clas ses
https://static.hotjar.com/c/hotjar-2589442.js?sv=6	72B
Line:2 Column:921	@bab el/p lugi n-tr ansf orm- clas ses
https://www.hollandcooper.com/cdn/shopifycloud/shopify/assets/shop_events_listener-61fa9e0a912c675e178777d2b27f6cbd482f8912a6b0aa31fa3515985a8cd626.js	71B
Line:0 Column:400	@bab el/p lugi n-tr ansf orm- clas ses
https://shopifyapp.what3words.com/js/w3w.js?shop=hollandcooper.myshopify.com	62B
Line:1 Column:40790	@bab el/p

URL	POTENTIAL SAVINGS
	lugi n-tr ansf orm- clas ses
https://premcdrn.swymrelay.com/code/v3/apps.bundle.js?v=3.114.0	61B
Line:1 Column:2696	@bab el/p lugi n-tr ansf orm- clas ses
https://script.hotjar.com/modules.720d0264984b164946ff.js	59B
Line:1 Column:81446	@bab el/p lugi n-tr ansf orm- clas ses
https://script.hotjar.com/modules.720d0264984b164946ff.js	59B
Line:1 Column:81446	@bab el/p lugi n-tr ansf orm- clas ses
https://static.klaviyo.com/onsite/js/vendors~signup_forms.ffb16c5d33241b7ebc9d.js?cb=1	58B
Line:1 Column:2166	@bab el/p lugi n-tr ansf orm- clas ses
https://js.klarna.com/web-sdk/v1/klarna.js	56B
Line:1 Column:25105	@bab el/p lugi n-tr ansf orm- clas ses
https://analytics.tiktok.com/i18n/pixel/static/identify_7bf75739.js	54B
Line:0 Column:102498	@bab el/p lugi n-tr ansf orm- clas ses
https://analytics.tiktok.com/i18n/pixel/static/identify_7bf75739.js	54B
Line:0 Column:102498	@bab el/p lugi

	n-tr ansf orm- clas ses	
https://static.klaviyo.com/onsite/js/vendors~Render.0c25648017ae73d787f3.js		50B
Line:0 Column:2424	@bab el/p lugi n-tr ansf orm- clas ses	
https://cdn.shopify.com/proxy/fd46348345ca374338ff78b8cf9c6c55a8839c2eb700546f9a5eb48e80ae9624/s.pandect.es/scripts/pandect-es-core.js?shop=hollandcooper.myshopify.com&sp-cache-control=cHVibGJjLCBtYXgtYWdlPTkwMA		48B
Line:0 Column:12614	@bab el/p lugi n-tr ansf orm- clas ses	
https://connect.facebook.net/signals/config/1641947406092927?v=2.9.170&r=stable&domain=www.hollandcooper.com&hme=d82868061a8c707cd31395a3055e7449daa03bd520872727258c39e6af34523e&ex_m=70%2C120%2C106%2C110%2C61%2C4%2C99%2C69%2C16%2C96%2C88%2C51%2C54%2C171%2C174%2C186%2C182%2C183%2C185%2C29%2C100%2C53%2C77%2C184%2C166%2C169%2C179%2C180%2C187%2C130%2C41%2C34%2C142%2C15%2C50%2C193%2C192%2C132%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C92%2C17%2C14%2C95%2C91%2C90%2C107%2C52%2C109%2C39%2C108%2C30%2C93%2C26%2C167%2C170%2C139%2C28%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C101%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C103%2C102%2C104%2C97%2C10%2C20%2C3%2C38%2C74%2C19%2C85%2C56%2C83%2C33%2C73%2C0%2C94%2C32%2C82%2C87%2C47%2C46%2C86%2C37%2C5%2C89%2C81%2C44%2C35%2C84%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112		43B
Line:19 Column:2057	@bab el/p lugi n-tr ansf orm- clas ses	
https://connect.facebook.net/signals/config/1641947406092927?v=2.9.170&r=stable&domain=www.hollandcooper.com&hme=d82868061a8c707cd31395a3055e7449daa03bd520872727258c39e6af34523e&ex_m=70%2C120%2C106%2C110%2C61%2C4%2C99%2C69%2C16%2C96%2C88%2C51%2C54%2C171%2C174%2C186%2C182%2C183%2C185%2C29%2C100%2C53%2C77%2C184%2C166%2C169%2C179%2C180%2C187%2C130%2C41%2C34%2C142%2C15%2C50%2C193%2C192%2C132%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C92%2C17%2C14%2C95%2C91%2C90%2C107%2C52%2C109%2C39%2C108%2C30%2C93%2C26%2C167%2C170%2C139%2C28%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C101%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C103%2C102%2C104%2C97%2C10%2C20%2C3%2C38%2C74%2C19%2C85%2C56%2C83%2C33%2C73%2C0%2C94%2C32%2C82%2C87%2C47%2C46%2C86%2C37%2C5%2C89%2C81%2C44%2C35%2C84%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112		43B
Line:19 Column:2057	@bab el/p lugi n-tr ansf orm- clas ses	
https://sdk-static.loyaltylion.net/static/2/lion-app-integrated-bff6ce8.js		39B
Line:0 Column:5771	@bab el/p lugi n-tr ansf orm- clas ses	

N/A

Reduce initial server response time FCP LCP

Root document took 47ms

Keep the server response time for the main document short because all other requests depend on it.

URL

- <https://www.hollandcooper.com/>

TIME SPENT

47ms

N/A

Avoid large layout shifts CLS

5 elements found

These DOM elements contribute most to the CLS of the page.

ELEMENT

CLS
CONTRIBUTION

JOIN HOLLAND COOPER SIGN UP TO OUR NEWSLETTER AND BE THE FIRST TO KNOW ABOUT...

```
<div class="needsclick kl-private-reset-css-Xuajsl" style="overflow: visible; transform: scale(0.78);">
```

0.02

Autumnal Accessories SHOP NOW Seasonal Gift Guide SHOP NOW New Coats SHOP NOW

```
<div id="shopify-section-template--17698768814276__161917014059e5fb50" class="shopify-section">
```

0.01

Autumnal Accessories SHOP NOW

```
<div class="cta-Image_Content" style="--Text_Colour: #ffffff;">
```

0.00

WORLDWIDE DELIVERY AVAILABLE

```
<a class="hd-Announcement_Link" href="/pages/delivery">
```

0.00

SIGN UP

```
<div component="[object Object]" data-testid="form-component" class="needsclick kl-private-reset-css-Xuajsl" style="display: flex; justify-content: flex-start; padding: 0px 10px 10px;">
```

0.00

N/A

Largest Contentful Paint element LCP

5,330 ms

This is the largest contentful element painted within the viewport.

ELEMENT

div.car-ImagesSlide > div.car-ImagesSlide_ImageContainer > div.rsp-ImageHero > img.rsp-ImageHero_Image

```

```

PHASE	% OF LCP	TIMING
TTFB	3%	174ms
Load Delay	11%	601ms
Load Time	3%	174ms

PHASE	% OF LCP	TIMING
Render Delay	82%	4.4s
N/A	Reduce the impact of third-party code TBT	Third-party code blocked the main thread for 489ms

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading.

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
HOTJAR	123KB	318ms
https://script.hotjar.com/modules.720d0264984b164946ff.js https://static.hotjar.com/c/hotjar-2589442.js?sv=6	112KB	318ms
	11.1KB	0ms
SHOPIFY	34.7MB	51ms
https://cdn.shopify.com/proxy/fd46348345ca374338ff78b8cf9c6c55a8839c2eb700546f9a5eb48e80ae9624/s.pandect.es/scripts/pandectes-core.js?shop=hollandcooper.myshopify.com&sp-cache-control=cHVibGJlLCBTYXgtYWdIPTkwMA https://cdn.shopify.com/videos/c/o/v/7aef27c07b80418ca8703a797b8564e5.mp4	24.2KB	51ms
	34.0MB	0ms
KLAVIYO	193KB	42ms
https://static.klaviyo.com/onsite/js/ClientStore.00ba351e0798f9eafd68.js https://static.klaviyo.com/onsite/js/Render.744fc49de038509e0bea.js https://static-forms.klaviyo.com/forms/api/v7/PH7F7e/full-forms https://static.klaviyo.com/onsite/js/sharedUtils.3ee3ffff305afeb8e5df.js?cb=1 https://static.klaviyo.com/onsite/js/vendors~Render.0c25648017ae73d787f3.js - Other resources	18.8KB	37ms
	32.6KB	5ms
	26.7KB	0ms
	18.2KB	0ms
	13.3KB	0ms
	83.2KB	0ms
NOSTO	70.7KB	32ms
https://connect.nosto.com/include/script/shopify-21193793.js?shop=hollandcooper.myshopify.com	69.1KB	32ms
UPSTACKIFIED.COM	133KB	29ms
https://prod2-cdn.upstackified.com/scripts/px/adtr-shopify.min.js https://prod2-cdn.upstackified.com/scripts/px/ups-ext.min.js	65.8KB	22ms
	66.0KB	6ms
TIKTOK	277KB	14ms
https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0Mw.js https://analytics.tiktok.com/i18n/pixel/static/identify_7bf75739.js	191KB	14ms
	77.9KB	0ms
FACEBOOK	147KB	0ms
https://connect.facebook.net/en_US/fbevents.js https://connect.facebook.net/signals/config/1641947406092927?v=2.9.170&r=stable&domain=www.hollandcooper.com&hme=d82868061a8c707cd31395a3055e7449daa03bd520872727258c39e6af34523e&ex_m=70%2C120%2C106%2C110%2C61%2C4%2C99%2C69%2C16%2C96%2C88%2C51%2C54%2C171%2C174%2C186%2C182%2C183%2C185%2C29%2C100%2C53%2C77%2C184%2C166%2C169%2C179%2C180%2C187%2C130%2C41%2C34%2C142%2C15%2C50%2C193%2C192%2C132%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C92%2C17%2C14%2C95%2C91%2C90%2C107%2C52%2C109%2C39%2C108%2C30%2C93%2C26%2C167%2C170%2C139%2C28%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C101%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C103%2C102%2C104%2C97%2C10%2C20%2C3%2C38%2C74%2C19%2C85%2C56%2C83%2C33%2C73%2C0%2C94%2C32%2C82%2C87%2C47%2C46%2C86%2C37%2C5%2C89%2C81%2C44%2C35%2C84%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112	26.2KB	0ms
YOTPO	508KB	0ms
https://staticw2.yotpo.com/JVdUDE0mZ3nZnQ4AMUzAjpIznc6rXmtOfa7PoLiW/widget.js https://staticw2.yotpo.com/JVdUDE0mZ3nZnQ4AMUzAjpIznc6rXmtOfa7PoLiW/widget.js?v2enforce=true https://staticw2.yotpo.com/web-fonts/inter/v12/inter-v12-vietnamese_latin-ext_latin_greek-ext_greek_cyrillic-ext_cyrillic-700.woff2 https://staticw2.yotpo.com/web-fonts/opensans/v34/open-sans-v34-vietnamese_latin-ext_latin_hebrew_greek-ext_greek_cyrillic-ext_cyrillic-regular.woff2 https://staticw2.yotpo.com/JVdUDE0mZ3nZnQ4AMUzAjpIznc6rXmtOfa7PoLiW/widget.css?widget_version=2024-09-30_12-52-23 - Other resources	145KB	0ms
	105KB	0ms
	105KB	0ms
	55.5KB	0ms
	38.9KB	0ms
	58.8KB	0ms
ADOBE TYPEKIT	333KB	0ms
https://use.typekit.net/af/e6cb79/00000000000000007735bbba/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i5&v=3 https://use.typekit.net/af/aeefbc0/00000000000000007735bb8d/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i7&v=3 https://use.typekit.net/af/7cdd67/00000000000000007735bbcb/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i6&v=3	36.2KB	0ms
	31.0KB	0ms
	30.8KB	0ms

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
https://use.typekit.net/af/e9b431/00000000000000007735bbb4/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i3&v=3 https://use.typekit.net/af/06d56d/00000000000000007735bb9d/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i4&v=3 - Other resources	30.8KB 30.3KB 174KB	0ms 0ms 0ms
GOOGLE TAG MANAGER	305KB	0ms
https://www.googletagmanager.com/gtag/js?id=G-JE63E6ZTNE https://www.googletagmanager.com/gtm.js?id=GTM-P6J4ZK9 https://www.googletagmanager.com/gtag/js?id=AW-768229597	110KB 101KB 93.8KB	0ms 0ms 0ms
KLEVU SEARCH	242KB	0ms
https://js.klevu.com/theme/default/v2/quick-search.debug.js https://js.klevu.com/core/v2/klevu.js https://js.klevu.com/klevu-js-v1/js/klevu-webstore.js - Other resources	113KB 52.5KB 47.0KB 29.5KB	0ms 0ms 0ms 0ms
KLARNA	220KB	0ms
https://js.klarna.com/web-sdk/v1/0.0.333/sdk.js https://js.klarna.com/web-sdk/v1/klarna.js	196KB 20.5KB	0ms 0ms
LOYALTYLION	213KB	0ms
https://sdk-static.loyaltylion.net/static/2/866-53ed77b.js https://sdk-static.loyaltylion.net/static/2/lion-app-integrated-bff6ce8.js https://sdk.loyaltylion.net/static/2/loader.js?t=2024913 https://sdk-static.loyaltylion.net/static/2/617-0089196.js https://sdk-static.loyaltylion.net/static/2/lion-core-aa0a364.js - Other resources	54.0KB 43.0KB 30.5KB 26.3KB 24.2KB 34.7KB	0ms 0ms 0ms 0ms 0ms 0ms
CLOUDFRONT.NET	163KB	0ms
https://d3k81ch9hvuctc.cloudfront.net/company/PH7F7e/images/a403062a-519f-442c-b852-84af21f8f1e4.jpeg	163KB	0ms
SWYMRCLAY.COM	114KB	0ms
https://premcndn.swymrelay.com/code/v3/apps.bundle.js?v=3.114.0 https://premcndn.swymrelay.com/code/v3/swym_fonts.woff2 https://premcndn.swymrelay.com/code/v3/loadStrings1.js?v=3.114.0 https://premcndn.swymrelay.com/code/v3/secondaryStyles.js?v=3.114.0 - Other resources	57.8KB 25.9KB 12.8KB 9.44KB 8.23KB	0ms 0ms 0ms 0ms 0ms
VIDEOWISE.COM	112KB	0ms
https://assets.videowise.com/checkout.js.gz https://assets.videowise.com/style.css.gz https://assets.videowise.com/client.js.gz https://assets.videowise.com/vendors.js.gz https://cdn2.videowise.com/custom-videos/videos/black_h265.mp4	39.5KB 30.1KB 21.1KB 14.7KB 5.68KB	0ms 0ms 0ms 0ms 0ms
AZURE WEB SERVICES	80.6KB	0ms
https://swymv3premium-01.azureedge.net/code/swym-shopify.js?shop=hollandcooper.myshopify.com	80.6KB	0ms
WHAT3WORDS.COM	53.4KB	0ms
https://shopifyapp.what3words.com/js/w3w.js?shop=hollandcooper.myshopify.com	53.4KB	0ms
GOOGLE FONTS	37.3KB	0ms
https://fonts.gstatic.com/s/inter/v18/UcC73FwrK3iLTeHuS_fjbvMwCp504jAa1ZL7W0Q5nw.woff2	35.1KB	0ms
DROPAHINT.US	34.6KB	0ms
https://app.dropahint.us/front/js?account=1428&shop=hollandcooper.myshopify.com	32.1KB	0ms

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
BING ADS	31.4KB	0ms
• https://bat.bing.com/bat.js	29.0KB	0ms
CLARITY	30.6KB	0ms
• https://www.clarity.ms/s/0.7.48/clarity.js	27.0KB	0ms
CLOUDFLARE CDN	27.2KB	0ms
• https://cdnjs.cloudflare.com/ajax/libs/jquery/3.1.0/jquery.min.js	27.2KB	0ms
GOOGLE ANALYTICS	21.1KB	0ms
• https://www.google-analytics.com/analytics.js	21.1KB	0ms
KLARNASERVICES.COM	18.0KB	0ms
• https://conversion.klarnaservices.com/kc.js	18.0KB	0ms
GOOGLE/DOUBLECLICK ADS	14.0KB	0ms
ORDERDEADLINE.COM	11.6KB	0ms
• https://shopify.orderdeadline.com/app/frontend/js/order-deadline.min.js?shop=hollandcooper.myshopify.com	11.6KB	0ms
DIGITALOCEANSPACES.COM	9.8KB	0ms
• https://inventory-info.nyc3.cdn.digitaloceanspaces.com/js/inventoryLocation.js?shop=hollandcooper.myshopify.com	9.8KB	0ms
TAPFILIATE.COM	8.97KB	0ms
• https://script.tapfiliate.com/tapfiliate.js	8.97KB	0ms
AMAZON WEB SERVICES	6.67KB	0ms
• https://s3.eu-west-1.amazonaws.com/production-klarna-il-shopify-osm/c5d48ab3820eab838873c316eafdfb589eafb1ff/hollandcooper.myshopify.com-1728648181825.js?shop=hollandcooper.myshopify.com	6.67KB	0ms
IPGEOLOCATION.IO	4.67KB	0ms
OTHER GOOGLE APIS/SDKS	2.37KB	0ms
HULKAPPS.COM	1.90KB	0ms
JTCINTERACTIVE.COM	1.54KB	0ms
KSEARCHNET.COM	1.28KB	0ms
UPSTACKDATA.IO	1.17KB	0ms
GOOGLE.COM	653B	0ms
GORGAS.CHAT	189B	0ms

N/A

Minimize main-thread work TBT

Main-thread busy for 18.3s

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this.

CATEGORY	TIME SPENT
Script Evaluation	8.2s
Other	6.5s
Style & Layout	2.1s
Rendering	538ms
Script Parsing & Compilation	358ms
Garbage Collection	294ms
Parse HTML & CSS	277ms
N/A	User Timing marks and measures 74 user timings

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences.

NAME	TYPE	START TIME	DURATION
wpm:completed	Measure	754ms	4.2s
wpm:pixel:register:558825668:app	Measure	1.9s	2.0s
wpm:pixel:register:324960452:app	Measure	1.9s	2.8s
wpm:pixel:register:309461188:app	Measure	1.9s	3.0s
wpm:pixel:register:29917380:custom	Measure	1.9s	2.8s
wpm:pixel:register:29950148:custom	Measure	1.9s	2.8s
wpm:pixel:register:31162564:custom	Measure	1.9s	2.8s
wpm:pixel:register:34963652:custom	Measure	1.9s	2.8s
wpm:pixel:register:39715012:custom	Measure	1.9s	2.8s
wpm:pixel:register:41681092:custom	Measure	1.9s	2.8s
wpm:pixel:register:shopify-app-pixel:app	Measure	1.9s	2.8s
wpm:pixel:register:shopify-custom-pixel:custom	Measure	1.9s	2.8s
nosto.get_dynamic_placements	Measure	8.3s	0ms
nosto.load_recommendations	Measure	8.3s	294ms
nosto.load_recommendations	Measure	8.3s	522ms
nosto.xdr	Measure	8.3s	244ms

NAME	TYPE	START TIME	DURATION
nosto.xdr	Measure	8.3s	481ms
nosto.inject_campaigns	Measure	8.6s	0ms
nosto.inject_dynamic_campaigns	Measure	8.6s	0ms
nosto.inject_static_campaigns	Measure	8.6s	0ms
nosto.inject_campaigns	Measure	8.8s	0ms
nosto.inject_dynamic_campaigns	Measure	8.8s	0ms
nosto.inject_static_campaigns	Measure	8.8s	0ms
shopify.content_for_header.start	Mark	743ms	0ms
shopify.content_for_header.end	Mark	748ms	0ms
wpm:start	Mark	754ms	0ms
yotpo:loader:loaded	Mark	1.6s	0ms
wpm:pixel:register:started:558825668:app	Mark	1.9s	0ms
wpm:pixel:register:started:324960452:app	Mark	1.9s	0ms
wpm:pixel:register:started:309461188:app	Mark	1.9s	0ms
wpm:pixel:register:started:29917380:custom	Mark	1.9s	0ms
wpm:pixel:register:started:29950148:custom	Mark	1.9s	0ms
wpm:pixel:register:started:31162564:custom	Mark	1.9s	0ms
wpm:pixel:register:started:34963652:custom	Mark	1.9s	0ms
wpm:pixel:register:started:39715012:custom	Mark	1.9s	0ms
wpm:pixel:register:started:41681092:custom	Mark	1.9s	0ms
wpm:pixel:register:started:shopify-app-pixel:app	Mark	1.9s	0ms
wpm:pixel:register:started:shopify-custom-pixel:custom	Mark	1.9s	0ms
yotpo:initializer:loaded	Mark	3.7s	0ms
wpm:pixel:register:completed:558825668:app	Mark	3.9s	0ms
wpm:pixel:register:completed:324960452:app	Mark	4.6s	0ms
wpm:pixel:register:completed:shopify-app-pixel:app	Mark	4.6s	0ms
wpm:pixel:register:completed:29917380:custom	Mark	4.7s	0ms

NAME	TYPE	START TIME	DURATION
wpm:pixel:register:completed:29950148:custom	Mark	4.7s	0ms
wpm:pixel:register:completed:31162564:custom	Mark	4.7s	0ms
wpm:pixel:register:completed:34963652:custom	Mark	4.7s	0ms
wpm:pixel:register:completed:39715012:custom	Mark	4.7s	0ms
wpm:pixel:register:completed:41681092:custom	Mark	4.7s	0ms
wpm:pixel:register:completed:shopify-custom-pixel:custom	Mark	4.7s	0ms
wpm:pixel:register:completed:309461188:app	Mark	4.9s	0ms
wpm:pixels:resolved	Mark	4.9s	0ms
fbevents:start:standardParamChecksProcessing_1641947406092927	Mark	6.9s	0ms
nosto.load_recommendations.start	Mark	8.3s	0ms
nosto.xdr.start	Mark	8.3s	0ms
nosto.get_dynamic_placements.start	Mark	8.3s	0ms
nosto.get_dynamic_placements.end	Mark	8.3s	0ms
nosto.load_recommendations.start	Mark	8.3s	0ms
nosto.xdr.start	Mark	8.3s	0ms
nosto.xdr.end	Mark	8.6s	0ms
nosto.inject_campaigns.start	Mark	8.6s	0ms
nosto.inject_dynamic_campaigns.start	Mark	8.6s	0ms
nosto.inject_dynamic_campaigns.end	Mark	8.6s	0ms
nosto.inject_static_campaigns.start	Mark	8.6s	0ms
nosto.inject_static_campaigns.end	Mark	8.6s	0ms
nosto.inject_campaigns.end	Mark	8.6s	0ms
nosto.load_recommendations.end	Mark	8.6s	0ms
nosto.xdr.end	Mark	8.8s	0ms
nosto.inject_campaigns.start	Mark	8.8s	0ms
nosto.inject_dynamic_campaigns.start	Mark	8.8s	0ms
nosto.inject_dynamic_campaigns.end	Mark	8.8s	0ms

NAME	TYPE	START TIME	DURATION
nosto.inject_static_campaigns.start	Mark	8.8s	0ms
nosto.inject_static_campaigns.end	Mark	8.8s	0ms
nosto.inject_campaigns.end	Mark	8.8s	0ms
nosto.load_recommendations.end	Mark	8.8s	0ms